



# Community Development Chapter

## INTRODUCTION

Mountain View has a vitality that shows in its neighborhoods, businesses, and the quality of life of its people. It is a city with distinct districts, each with its own character. Mountain View is a community of strong contrasts: expansive natural wetlands by the Bay and the lively streetscape Downtown; traditional suburban neighborhoods, new apartments, and neighborhoods with a little of everything; buildings that are memories of the past, and buildings that are sleek visions of the future. This Chapter seeks to protect and enhance the best qualities of these districts and the quality of life in the community.

Mountain View is a complete and almost fully developed city. The community has maintained a small-town feel, with a pedestrian-oriented Downtown and quiet neighborhoods. There is also a cosmopolitan quality in the built environment and the varied origins of businesses and city residents.

Although largely built-out, the city is still evolving. Decisions the City makes today can dramatically change the way Mountain View looks, feels, and functions in the future. The Community Development Chapter of the General Plan exerts a strong influence on how the city will grow. The Land Use Map and the Goals, Policies, and Actions in this chapter will determine the location, intensity, and design of new development and will influence the quality of life and the economic health of the city.

The Community Development Chapter addresses three main issues: land use, community design, and economic well-being. It also ties together the other chapters of the General Plan. Many subjects reviewed here are discussed in greater detail in the Residential Neighborhoods, Circulation, and Environmental Management Chapters.

- **Land Use.** Land use policies and the Land Use Map affect every property in the city. They determine how people can develop their land, whether they can build a high-rise office building or a single-family house. They provide for the overall consistency and compatibility of land uses and orchestrate the quality of life in the city. Land use policies also affect the location and amount of traffic, impact adjoining cities, and have consequences for the entire region.

- **Community Design.** Community design is concerned with the location, building mass, design, and interrelationship of the different parts of the city, so that the physical environment is attractive and functional. Good design is good for everyone; it invigorates and uplifts people. While land use policies establish the balance of land uses in the city, community design policies are essential for bringing a human quality to the built environment.
- **Economic Well-being.** Good community design and effective land use policies depend on the economic health of the city and vice versa. Economics is now playing a more direct role in land use decisions because there is a better appreciation for ways the public and private sectors can work together.

## Accomplishments

The 1982 General Plan emphasized Goals and Policies to refine land use patterns, increase the opportunities for building more housing, revitalize Downtown, upgrade public facilities, and improve community design. The community has succeeded in these Goals. Here are the major accomplishments listed under the related Goal or Policy from the 1982 General Plan, shown in *italics*.

*Foster use of a range of densities for residential neighborhoods while protecting existing neighborhood character.*

- The City adopted Design Guidelines for Townhouse Development and new design standards for single-family homes. It completed a Downtown Neighborhood Preservation and Improvement Plan.
- Mountain View enjoys the widest range of housing densities in Santa Clara County. Since 1982, the City has increased the potential housing supply by 5,683 units through Zoning Ordinance amendments, rezonings, and precise plans.

*Continue and expand the Revitalization Program Downtown.*

- The Downtown Precise Plan charted a new course for the revitalization of Downtown. Since adoption of the

Plan, more than \$60 million in public improvements and \$125 million in private improvements have been completed Downtown, resulting in a successful public and private partnership in revitalization. There is now ample parking Downtown, paid for by fees assessed on private development and by maintenance fees paid by property owners.

*Foster improvement and limited addition to the Downtown civic center facilities as needed.*

- The City built a dramatic new Civic Center, which includes City Hall, a Center for the Performing Arts, and outdoor public spaces. The Civic Center reemphasizes Downtown as the center of business, cultural, and social activities. Its architecture sets a standard of excellence for private development throughout Mountain View.

*Protect and enhance the existing scale and architectural character of the community, particularly its residential neighborhoods, but allow and encourage changes that are a positive contribution to the urban design of the city.*

- The City encourages high-quality development specially tailored to the neighborhood or district through precise plans, special zoning districts, and design review by the Site Plan and Architectural Review Committee and the Zoning Administrator.
- Along El Camino Real, the City installed attractive landscaping, lowered the allowable building height, and established the C3 zoning district, which requires upgrading of development over time.

*Seek to establish and upgrade local commercial centers and enhance their relationships to surrounding neighborhoods.*

- Many of the city's neighborhood shopping centers have been remodeled and upgraded, and substantial improvements have been made to other centers, from small strip commercial to the San Antonio regional shopping center.

*Continue to ensure the high quality of new office and industrial site and building design and pursue upgrading of older developments.*

- The North Bayshore industrial park is one of the premier office and research parks in Santa Clara County. Older industrial areas, such as The Fountains on East Middlefield Road, have been privately and successfully redeveloped.

## BACKGROUND FOR PLANNING

Mountain View has a diverse population of residents and a large daytime working population. Almost all of Mountain View is fully developed and surrounded by other cities. Growth will occur by development of small parcels of vacant land and by redevelopment. As a result, most City services needed to accommodate future growth are already in place.

### History of Development

Like other cities in Santa Clara Valley, Mountain View started as an agricultural community with a compact business and residential core surrounded by scattered farmhouses, fields, and orchards. The community's growing sense of identity led to incorporation in 1904.

The pace of development changed rapidly after 1950. The population grew from under 10,000 residents in 1950 to almost 50,000 in 1965—40,000 new residents in 15 years. This growth changed Mountain View from an agricultural community to a complete city with homes, commerce, and industry. People were drawn by the city's many attributes: the dry, mild Mediterranean climate; the views of the mountains; the beauty of San Francisco Bay; the proximity to San Francisco and the ocean; and the strong economy.

Housing was added to the original housing Downtown starting with small single-family tracts north of Central Expressway and continuing south of El Camino Real with newer and larger subdivisions. Many new apartments were built in the 1960s and 1970s around the center of the city and close to employment. Regional shopping centers, such as Mayfield Mall and San Antonio Center, opened on the city's west side, to provide goods and services to the growing population.

Mountain View has been an incubator for high-technology industries since the 1950s, anchored by Moffett Naval Air Station and the National Aeronautics and Space Administration (NASA). Early electronics pioneers met at Walker's Wagon Wheel on the corner of Whisman and Middlefield Roads. Many of the first electronics industries and integrated-chip manufacturers settled in the northeastern part of Mountain View near Moffett Field in the Ellis-Middlefield industrial area. Other industrial districts followed, including the newest industrial park north of Bayshore Freeway.



*Moffett Field as it appeared in the early 1930s.*

By the mid-1980s, the city had completed its post-World War II development. The pattern of development in Mountain View had been set: industrial districts in the north; older single-family houses, apartments, and a traditional downtown in the middle section; commercial development along El Camino Real and San Antonio Road; and large single-family neighborhoods and the El Camino Hospital complex south of El Camino Real.

### **The Residential and Working Populations**

The way land is used—the type and amount of homes and businesses—affects the residential and working populations. Both populations have grown larger and changed in composition over the past 30 years because of land use decisions and changing socio-economic trends.

**Mountain View Residents.** Mountain View's population grew 15 percent from 1980 to 1990 and is expected to grow by 9 percent between 1990 and 2005. Since 1960, the population has also become more culturally diverse. Mountain View tends to have small households, which is why it can have one of the lowest median household incomes in the county but one of the highest median incomes per person. Household size has been decreasing in Mountain View, as in most cities in Santa Clara County. The Association of Bay Area Governments predicts that the city's average household size will be only 2.11 persons per household by 2005 compared to 2.14 in 1990.

Mountain View has the smallest median household size in Santa Clara County. The different types of households are shown in Figure 1. The high percentage of people

who live alone is at least partly explained by the large number of apartments. More than half of Mountain View's housing units, 53.4 percent, are in multiple-family buildings with five or more units. Renters occupy about 63 percent of the city's housing units, while owners live in 37 percent of the units.

Mountain View and Palo Alto are the two Santa Clara County cities with the lowest percentage of population under 18 years of age. The age of city residents also reflects the high number of smaller rental units.

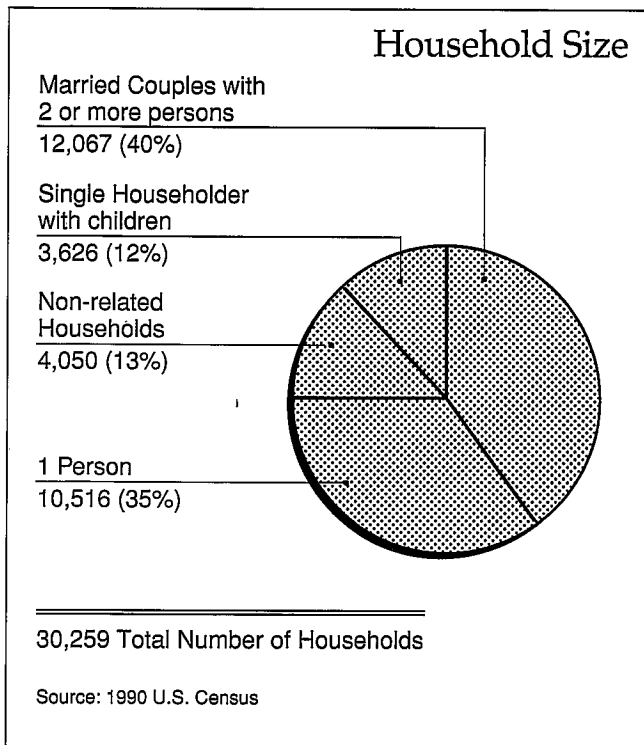


Figure 1. Household Size.

**The Working Community.** More people work in Mountain View than live here. In 1990, the city had a residential population of 67,460 and a daily work force of 68,040. The working population has a significant effect on the city, supporting local businesses and adding to Mountain View's social and cultural vitality.

The number of jobs in Mountain View is expected to increase significantly by 2005, but the proportion of workers employed in different occupations is expected to hold fairly steady. (See Figure 2.) Manufacturing is, and is projected to remain, the largest employment sector, while the service sector is expecting the most growth. Housing is often too expensive here for service-sector employees and other moderately paid workers, so it may be much harder to fill service jobs. Mountain View's large supply of affordable housing puts it in a better position than many cities to house a broad spectrum of workers. The Residential Neighborhoods Chapter lists Policies and Actions that are meant to ensure a continuing supply of adequate affordable housing.

### The Mountain View Planning Area

Mountain View is small and compact. As of April 1990, there were 6,400 acres in the planning area, exclusive of streets and roads. The city covers about five-and-a-half miles from north to south from the edge of the Bay to the Los Altos city limits, and about three miles from the eastern to western city limits. Mountain View's sphere of influence boundary, which defines the ultimate limits of the city, extends another two miles north into the Bay. Part of the Bay is used for producing salt. Any further commercial use of the Bay has been discouraged. The city's sphere of influence also includes NASA/Ames and half of Moffett Naval Air Station.

Employment Sector	Employment					
	1980		1990		2005	
	Jobs	Percent	Jobs	Percent	Jobs	Percent
Agriculture	923	1.6	930	1.4	720	0.9
Mfg. and Wholesale	23,774	40.1	25,530	37.5	30,260	38.1
Retail	7,315	12.3	7,770	11.4	9,570	12.1
Services	11,455	19.3	14,770	21.7	17,370	21.9
Other	15,842	26.7	19,040	28.0	21,420	27.0
<b>Total</b>	<b>59,279</b>	<b>100.0</b>	<b>68,040</b>	<b>100.0</b>	<b>79,340</b>	<b>100.0</b>

Source: Association of Bay Area Governments, "Projections '90."

Figure 2. Employment by Sector, 1980–2005.



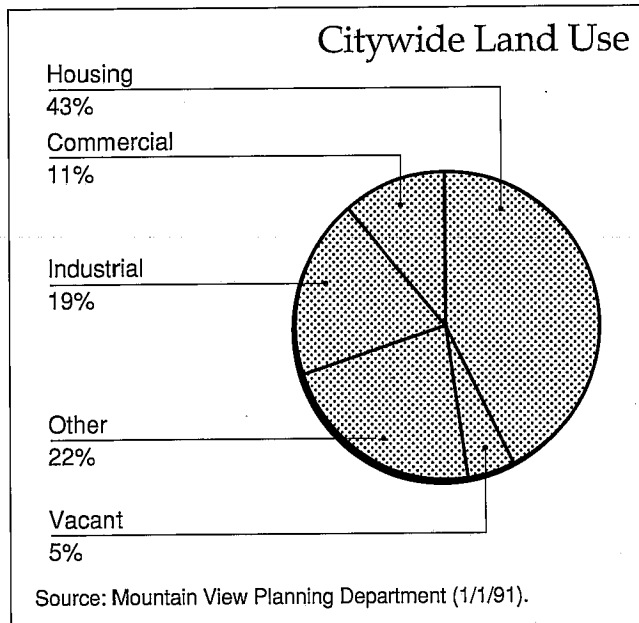


Figure 3. Citywide Land Use as Percent of Total.

Mountain View is almost fully built-out with little vacant land left. The percentage of land uses, not including roadways, is shown in Figure 3. As of 1991, about 2,781 acres of the city were used for housing, 717 acres were occupied by commercial uses and professional offices, 1,194 acres were in industrial use, 314 acres were vacant, and 1,394 acres were in other uses such as parks, schools, and agriculture.

Building area and residential units in Mountain View are shown in Figure 4. As of March 1991, there were 31,741 dwelling units and approximately 26.6 million square feet of commercial, industrial, and office buildings.

**Unincorporated Areas.** The Mountain View planning area includes all land within the incorporated city limits and the unincorporated properties within the City's sphere of influence. The sphere of influence boundary is defined by the Local Agency Formation Commission (LAFCo) and includes those areas that would be annexed into Mountain View if they were incorporated. There are only three unincorporated pockets in Mountain View: a portion of Moffett Field, the 17-acre Navy housing site at Middlefield Road and Moffett Boulevard, and the 15.6-acre agricultural property on Grant Road at Levin Avenue. Except for Moffett Field, these unincorporated properties will not significantly affect the balance of land use if they are developed or redeveloped. The salt ponds and Bay are also unincorporated areas within the sphere of influence. These areas are not open to development, as indicated by policies in the Environmental Management Chapter. The closure of the Naval Air Station at Moffett Field is discussed in the Community Facilities section later in this Chapter.

Existing Development		
	Units	Building Area (Sq. Ft.)
Single-family	10,810	
Multiple-family	20,931	
<b>Total</b>	<b>31,741</b>	
Commercial		9,075,730
Medical Office		968,800
Industrial/Office		16,581,395
<b>Total</b>		<b>26,565,924</b>

Source: Mountain View Planning Department (3/1/91).

Figure 4. Housing Units and Non-residential Floor Area.

## Development Potential

Ninety-five percent of the available land in Mountain View has been developed. As vacant land becomes scarcer, most new development will be second-generation projects—either expansions or redevelopment of buildings. This redevelopment and development on the remaining vacant parcels presents new opportunities for the community.

There is a total of 314 vacant acres in the city as shown on Figure 5. From 1985-1991, vacant land was developed at an average rate of 93 acres per year. This absorption rate has slowed in the past few years, but it is likely that all the remaining vacant land in Mountain View will be developed by 2005, including development of significant new open space resources.

Almost half of Mountain View's vacant land, 161 acres, is in the North Bayshore area, and much of this is owned by the City. Mountain View also owns 100 acres of open space land in addition to Shoreline at Mountain View. The City started to study the land-use potential for about 220 acres of city-owned vacant and open space land in 1989. Open space improvements and development of this City-owned property could benefit all of Mountain View and have a positive effect on the North Bayshore area. Other vacant parcels in Mountain View are smaller and scattered throughout the city. New construction on these parcels is likely to blend with the surrounding area, rather than create a significant change.

There are an additional 475 acres in Mountain View that have a high potential for redevelopment as shown in Fig-

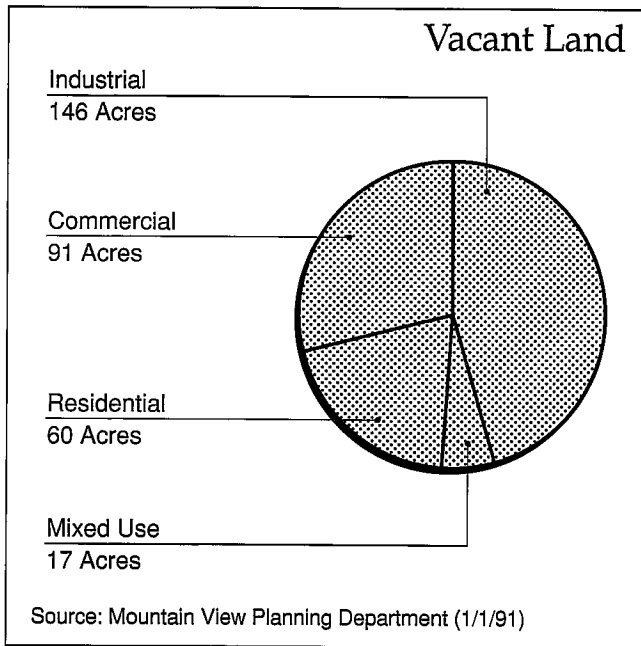


Figure 5. Vacant Land by Zoning.

ure 6. These parcels are either underutilized or have non-conforming uses. Redevelopable acreage is spread out evenly throughout the city and among the different types of land use.

Development of the city's vacant and redevelopable land under this General Plan would result in a maximum of 4,074 additional residential units and 6.5 million square feet of new building area. As discussed in the Residential Neighborhoods Chapter, the new residential units could house about 8,600 people. 5,900 of these new residents will work in or around Mountain View. The number of expected jobs from the added building area depends on the specific nature of the businesses and companies that occupy the space, but a rough number can be estimated. ABAG projects that 11,300 new jobs will be created in Mountain View between 1990 and 2005. (See Figure 2, page 14.) It bases this estimate on economic trends, not building square footage. This projection is within the range of the number of jobs that would occupy the expected maximum new building area.

## Location of Future Development

City policies and regional, State, and federal regulations will be the main limitations on future development in Mountain View. The city's topography and natural hazards do not have much effect on development and land use. Flooding and earthquakes do constrain the construction and use of buildings somewhat, but they do not control Mountain View's overall development pattern, and neither does air traffic noise from Moffett Naval Air Sta-

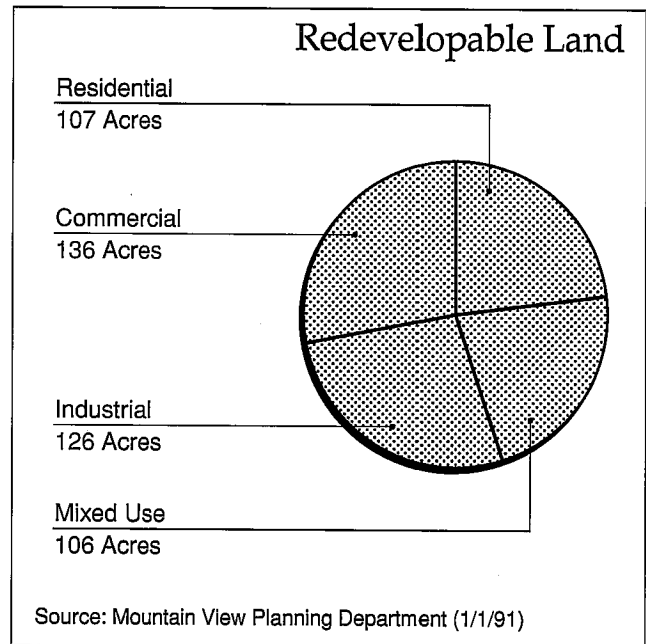


Figure 6. Redevelopable Land by Zoning.

tion. The use, storage, and disposal of industrial hazardous materials is a new issue facing Mountain View. The City has adopted ordinances meant to ensure that toxic materials are safely stored and used, but may need to adopt other policies to manage the location of industries that use hazardous materials. The Environmental Management Chapter presents a more extensive discussion of hazardous materials, flooding, earthquakes, and noise.

## G O A L



**Promote a pattern of land use that protects the community's health and safety.**

**Minimizing Hazards.** Flooding, earthquakes, and the effects of airports do not create any absolute restrictions on the location of land uses in Mountain View. However, these constraints do have an effect on how buildings are constructed and where different types of development should be located to reduce the risks to people and property.

The potential for flooding during the 100-year flood affects how buildings are constructed in some areas, but not their location. Buildings within the 100-year flood zones are required by the City's Drainage and Flood Control Ordinance to have special construction and habitable floors above flood levels. Building locations also are not limited by earthquake zones in Mountain View, as long as the buildings are constructed to City code and according to any required geotechnical reports. The northern part of Mountain View is most prone to flooding and seismic hazards. Sensitive land uses, such as residential,

should be carefully evaluated before they are built in this area. The flight paths of Moffett Naval Air Station affect only a very small triangle of Mountain View, near the intersection of Highway 101 and Route 237. In this triangle, commercial and industrial development is generally acceptable according to the Air Installation and Compatible Use Zone map, but housing is not.

**Policy 1. Ensure that new development is built and located to minimize the dangers of flooding, airfield effects, earthquake hazards, and hazardous materials.**

**Action 1.a** Review development applications for consistency with guidelines established in the Moffett Field Air Installation and Compatible Use Zone or other airfield safety guidelines.

There are more Policies and Actions on earthquakes and flooding in the Public Safety section of the Environmental Management Chapter.

**Hazardous Materials.** The use, storage, and disposal of hazardous materials is an increasing concern in Mountain View and throughout the state. The City's programs to manage hazardous material safely are discussed in the Safety Section of the Environmental Management Chapter.

Like most cities in California, Mountain View's zoning regulations do not require industries to be located differently depending on the type and amount of toxic materials they use. Industries that use toxic materials are located next to residential neighborhoods in Mountain View because a toxic materials user can locate anywhere within an industrial zoning district, even next to residential uses. Hazardous materials users in Mountain View are required to get a permit from the City's Fire Department and are inspected to ensure compliance with the Hazardous Materials Storage Ordinance. Even with the City's safe storage requirements, an accident on one of these sites could pose serious danger to surrounding residents.

It is possible to develop requirements for locating users of hazardous materials that will help reduce these risks, through zoning, use permits, or setback requirements. It is also possible to notify adjacent property owners when new hazardous materials permits are issued, so that homeowners are aware and businesses can prepare emergency plans in case of an accident.

**Policy 2. Minimize the risks from the use of hazardous materials.**

**Action 2.a** Establish standards and regulations for locating hazardous-materials users.

For example, Zoning Ordinance amendments or similar measures could regulate the location of toxic-materials users based on the type of materials used and the distance from sensitive receptors, such as houses and schools.

**Action 2.b** Assess the risk from hazardous materials when new residential development, schools, and other sensitive uses are considered near industrial areas.

**Action 2.c** Establish a system to notify adjoining property owners when new hazardous materials permits are issued.

## THE LIVING ENVIRONMENT

Mountain View is a visually interesting and exciting city. Most of the physical environment is the result of conscious choices about what to build, plant, save, and create. Buildings and landscaping express the history, culture, and values of the community. Residents and businesses alike benefit from surroundings that are distinctive and appealing. In Mountain View, the built environment is set in a beautiful natural environment. Good design can help preserve and enhance the natural setting. Programs for historic preservation and public art are also an essential part of creating a rich and livable environment for the entire community.

### The City's Identity

Mountain View's identity is how the community is viewed from the outside and how residents view the city they live in. The community has invested effort, time, and money to create a special environment. There are distinctive features that define Mountain View, such as the revitalized Downtown, the variety of residential neighborhoods, high-technology industrial parks, and high-quality architectural design. Each contributes to how people experience and remember the city. One of the challenges facing Mountain View is to continue the tradition of defining its identity.

The city can continue to build a strong, appealing image by enhancing the community's inherent physical qualities and values. An identity that comes from these inherent qualities affirms and reinvests in the city and its residents. It is possible to create a more memorable image by defining the entries to Mountain View, preserving city landmarks, and encouraging distinctive private development.



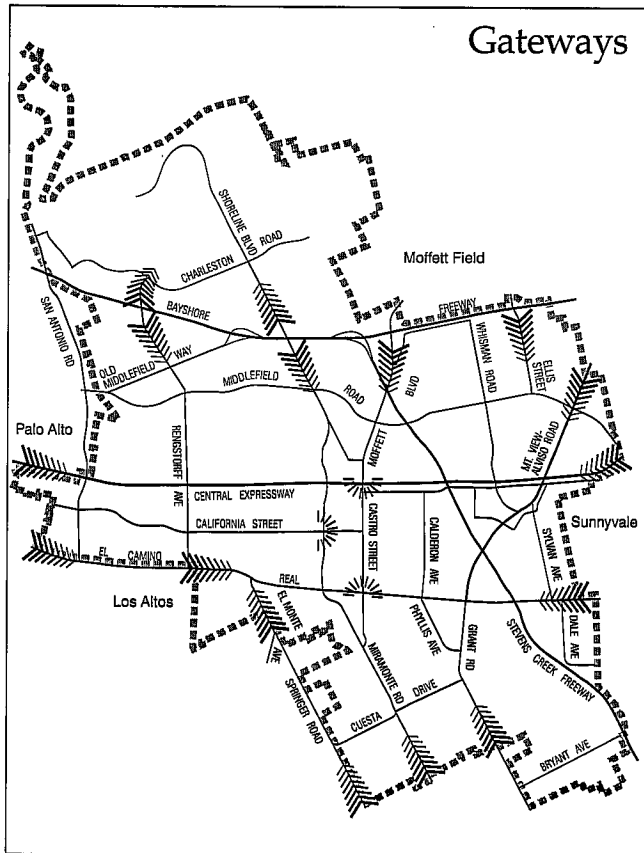


Figure 7. Gateways into Mountain View.

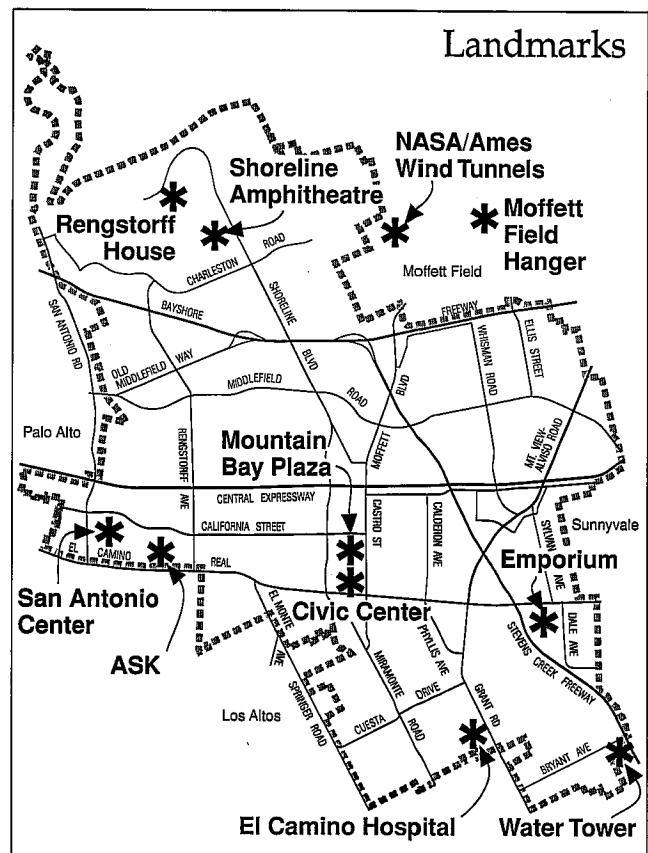


Figure 8. City Landmarks.

## GOAL

# B

## Preserve and strengthen Mountain View's identity.

**Gateways.** Gateways are the doorsteps of the community—they are the primary locations where people enter or leave the city. Visitors get their initial impression of Mountain View at gateways and leave these locations with a lasting image. There are gateways along the city boundary and gateways at rail stations. Entries to the city's special districts, such as Downtown and the North Bayshore industrial district, also are gateways.

Figure 7 shows the location of Mountain View's gateways. They should be made appealing and distinctive, so that the image of the city is a positive one. Uniform signs for the city's gateways would be one way to define the city's boundaries. Major gateways also can be identified through special architecture, landscaping, artwork, and plazas. Gateways into the city occur not just at a single point, but in sequences that extend down the street to create direction and anticipation. Each gateway will have a slightly different combination of features and should be part of a comprehensive gateway program for the entire city.

**Policy 3.** Emphasize entries to the city and special districts with features that create an original and positive impression.

**Action 3.a** Enhance city gateways through public and private improvements and appropriate Zoning Ordinance amendments.

**Action 3.b** Include a public participation process when developing a gateway program.

**Action 3.c** Develop a sign program and install City identification signs at specified gateways.

**Action 3.d** Include gateway improvements in precise plans, specific plans, or area plans for special districts. Revise plans that do not address entry design.

**Landmarks.** Some buildings in Mountain View have a distinctive identity and have become community landmarks. Landmarks are important because they create memorable images, help give the city its identity, and provide a sense of orientation that helps people find their way around the city. Visual landmarks are prominent because of their size, location, or architectural style. It is



*Folks enjoy outdoor dining on Castro Street.*

important to preserve the community's landmarks and control new development that could visually detract from their importance. It is also important to continue to add new landmarks by encouraging distinctive buildings in appropriate locations. Figure 8 shows the location of the major landmarks in Mountain View.

**Policy 4. Protect significant landmark buildings and features and encourage new ones.**

**Action 4.a** Pursue an appropriate landmark-quality project in the North Bayshore Study Area.

**Action 4.b** Encourage new landmark structures that enhance the character of the surrounding district or neighborhood.

**Action 4.c** Protect landmark structures through the development review process.

**Private Development.** Most of the city's physical environment is created by private development. The quality of private development has a pervasive influence on the identity of the city and the everyday lives of people who live and work here. Mountain View has design review programs to help ensure that private development is consistent with the community's values and compatible with surrounding properties. Since 1962, the City's Site Plan and Architectural Review Committee (SPARC) has reviewed and approved the design of new projects. This design review looks at the architectural merit of a project and its relationship to surrounding properties and districts. The SPARC Committee provides an opportunity for the City to work with developers to achieve high-quality design. The City also has adopted townhouse design guidelines and 33 precise plans, which have improved the overall look and function of the city.

**Policy 5. Encourage well-designed private development that is compatible with surrounding districts and neighborhoods.**

**Action 5.a** Retain the Site Plan and Architectural Review Committee.

**Action 5.b** Ensure quality development by using design guidelines, specific plans, and precise plans.

## The City's Diversity

Mountain View's diversity is reflected in the rich cultural and lifestyle mix found in the city's districts and neighborhoods. Diversity can be encouraged through land use and design policies that amplify the character of Mountain View's residential, commercial, and industrial districts. Land use policies can promote compatibility within a neighborhood or district and prevent incompatible uses that erode their character. Design policies can be tailored to the special qualities of districts or neighborhoods and can avoid general design solutions that dilute these special characteristics.

### G O A L

## C

**Maintain and enhance the special diversity of the city's businesses and neighborhoods.**

**Districts and Neighborhoods.** Districts and neighborhoods are vital elements of how the city looks and functions. Districts are areas of the city that share a geographical area, an interdependency of uses, and a distinct character. They can have a mix of uses, such as a district with residential neighborhoods, a school, and neighborhood shopping center; or have a single use, such as some industrial districts. Neighborhoods are residential areas that are typically defined by wide roadways on the perimeter with protected local streets inside, similar types of housing, and often an elementary school within the neighborhood boundaries. Districts and neighborhoods have a personal scale that people can identify with. When these pieces of the city are rich and memorable, they enliven the city and make Mountain View a more enjoyable place to live and work.

The variety of the city's neighborhoods and districts is one of the features that makes Mountain View special. It gives the city a vitality and image that is distinct from other cities. Design standards can protect and improve the quality and vitality of the different parts of the community, particularly when there is an interest in the neighborhood or district in initiating those standards.

**Policy 6. Strengthen the identity and quality of the city's neighborhoods and districts.**

**Action 6.a** Prepare design guidelines, precise plans, or specific plans when initiated by neighborhood and district organizations, if possible.

**Action 6.b** Incorporate public input into any new design standards and regulations through surveys, neighborhood meetings, public hearings, and similar methods.

**Action 6.c** Educate the public and enforce regulations on zoning requirements for neighborhoods and districts.

**Blending Uses.** There are pockets of incompatible uses in some districts and neighborhoods. These incompatible uses are generally on properties that are zoned differently from the surrounding neighborhood or district, or are older uses that would not be permitted if they were new because the property has been rezoned, annexed, or otherwise changed. When a use does not conform to the current zoning, the Zoning Ordinance specifies a 40-year amortization period for the termination of that use, although other time periods can be required. Incompatible uses can disrupt the cohesiveness of districts and neighborhoods, be visually inharmonious, and create traffic problems and noise. The City should identify districts and neighborhoods that would benefit from rezoning and the amortization of incompatible uses. Some of these areas have been identified as potential housing sites and are discussed in the Residential Neighborhoods Chapter and the Housing and Jobs section of this chapter.

**Policy 7.** Encourage land uses that are compatible with the character of the surrounding district or neighborhood.

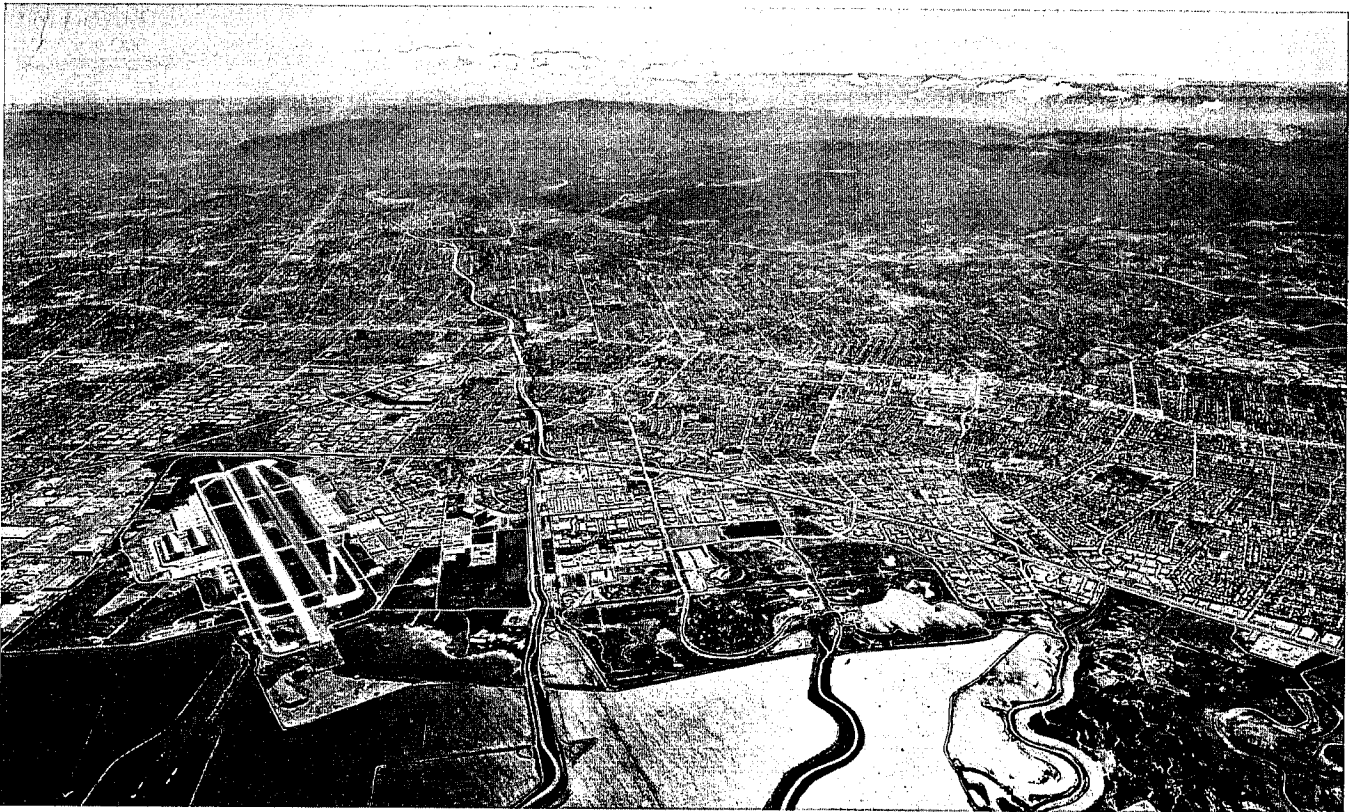
**Action 7.a** Consider rezoning pockets of incompatible land uses.

When pockets of incompatible uses are rezoned to be consistent with the surrounding area, the City's Zoning Ordinance would require termination of the use, usually through a 40-year amortization. New uses or development would then be compatible with the district or neighborhood.

**Action 7.b** Revise Zoning Ordinance regulations on the types of uses allowed in the city's districts and neighborhoods, where appropriate.

## The Natural Environment

Mountain View is set in a beautiful natural environment. The Santa Cruz and Diablo Mountain Ranges, San Francisco Bay, and Stevens Creek provide invigorating natural spaces and scenic vistas for Mountain View residents. The sunny Mediterranean climate is also a great attribute of the area. Much of the city's character comes from these natural features.



*Mountain View takes its name from the vista of the Santa Cruz Mountains to the south.*

Land use and design policies can encourage development that unveils and accentuates the beauty of the natural environment by carefully distributing building intensity and land uses. Mountain View also can preserve the environment by encouraging project design that is responsive to natural features, such as trees or streams. Other issues concerning the city's natural environment are covered in the Open Space and Conservation of Resources sections of the Environmental Management Chapter.

G O A L

**D**

**Encourage development that preserves the beauty of the natural environment.**

**Preserving Natural Features.** Shoreline at Mountain View is an example of successful land use policies that enhance the natural environment. The park has made San Francisco Bay more visible and has increased public access to it while preserving quiet wetland habitats. Shoreline is not only an important ecological preserve, it is an important community design element because it provides visual relief from the continuous development in the rest of the city. This contrast heightens the special character of both the natural and built environment. Shoreline also complements private development in the North Bayshore area and provides an outstanding setting for the Shoreline Amphitheater.

Increasing the access and visibility of Stevens Creek would similarly benefit the city and adjacent residential neighborhoods. The City's programs to improve physical access to natural features are covered in Policies and Actions in the Open Space section of the Environmental Management Chapter.

**Policy 8. Promote the visibility of and safe physical access to San Francisco Bay, the baylands, Stevens Creek, and other natural resources in the city.**

**Action 8.a** Orient new streets and development so that people can see and get to scenic features.

**Policy 9. Ensure compatible land uses next to the city's natural resources.**

Compatible land uses enhance the character of a place and do not overwhelm the natural environment.

**Action 9.a** Use the planning approval process to require mounds, landscaping, and other buffers in private development to protect natural resources from adjacent development.

**Views.** A view is the area that can be seen from a particular observation point. The very name of this city—Mountain View—shows how important views are to people who live here. The two most prominent visual resources are the Santa Cruz Mountains to the south and the Diablo Mountain Range and San Francisco Bay to the north. Other natural visual resources include Heritage Trees, Stevens Creek, and Permanente Creek south of El Camino Real. Visual resources that tie the city to its natural landscape can be emphasized and preserved through the design and placement of streets, buildings, and open spaces. By removing unnecessary obstructions and using discretionary approval of new buildings, the City can integrate views as an important element of Mountain View's character.

**Policy 10. Preserve scenic views of the natural landscape.**

**Action 10.a** Use the development review process to ensure that the design, location, and size of new projects, whenever possible, preserve significant views of the mountains, Bay, wetlands, streams, and other natural resources in the city.

**Action 10.b** Require developers to run utility lines underground.

**Action 10.c** Regulate the design and location of antenna towers.

**Action 10.d** Prevent advertising signs from facing freeways and Central Expressway.

**Action 10.e** Prohibit the construction of any new billboards or other off-site advertising signs.

**Site Features.** The location of new buildings, their height, and the design of outdoor spaces can either enhance the environment or detract from it. New buildings should be located on a site to preserve trees and other vegetation. Keeping mature trees helps blend new development with the surrounding area and protects an important resource. The City's Heritage Tree Ordinance protects trees that are 50 inches or more in circumference. Buildings and outdoor areas should be oriented to take advantage of Mountain View's sunny, benign climate.

**Policy 11. Encourage building and site design that is compatible with the natural environment and features of the site.**

**Action 11.a** Ensure that building and site design keep the destruction of mature trees and vegetation on the site to a minimum.

**Action 11.b** Require well-designed outdoor areas for eating, relaxing, or recreation for new projects, and if feasible, when buildings are remodeled or expanded.

**Action 11.c** Place buildings and outdoor areas so that they take advantage of solar opportunities and are shielded from wind, noise, and other adverse factors.

**Action 11.d** Ensure that common or public outdoor areas are designed to be next to adjoining natural features.

## The Greening of the City

Landscaping brings nature into the built environment. It plays a crucial role in shaping how Mountain View looks and feels, creating cooling shade in the summer, bright colors, pleasant aromas, and softening the edges of the built environment. The city would be stark and uninviting without trees, shrubs, lawns, and flowers.

Landscaping is important in the public right of way as a method of defining the roadway and breaking up the expanse of asphalt. On private properties, planting accents architecture and binds together a neighborhood or district. The amount of landscaped open space has a major role in determining the character of a city. Requiring generous landscaping on public and private properties is one way to maintain and promote the city's traditional character. Encouraging drought-tolerant landscaping saves water and helps ensure that landscaping will survive and look good even during drought years. The City maintains a demonstration garden that illustrates the attractiveness and variety of drought-tolerant landscaping.

**GOAL**  
**E** Use landscaping to maintain an open character and enhance the built environment.

**Roadway Landscaping.** Street trees can unify and help identify districts and neighborhoods. Roadway landscaping is also important for the comfort of pedestrians. Street trees and parkway strips between the curb and sidewalk provide a buffer and a sense of protection from traffic. Monolithic sidewalks, right next to the curb, are easier to install and maintain, but they create a wider expanse of pavement and an uncomfortable environment for pedestrians. Parked cars often encroach on the sidewalk, reducing the space for pedestrians. Monolithic sidewalks are often used because they minimize the damage from tree roots to sidewalks and utilities. However, planted parkway strips have substantial benefits for pedestrians

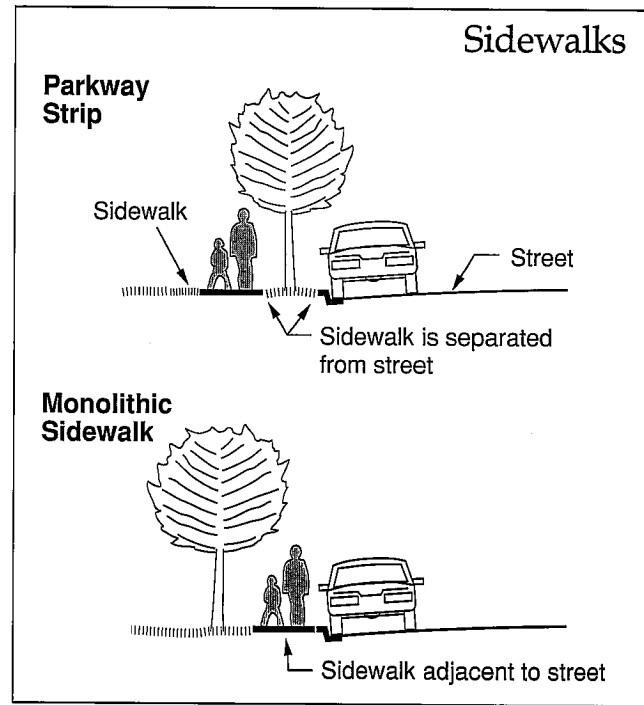


Figure 9. Parkway and Monolithic Sidewalks.

and the community and should be used whenever feasible. The City can investigate the use of root shields, deep root watering, or wider parkway strips to protect sidewalks and utilities. The Environmental Management Chapter contains more information on the City's street tree program in the Urban Reforestation section. The Circulation Chapter discusses the City's existing program for distinguishing residential arterials with special roadway landscaping.

**Policy 12.** Landscape public roadways to define the character of districts and neighborhoods.

**Action 12.a** Use similar types of trees or landscaping themes within districts or neighborhoods.

**Action 12.b** Investigate new tree varieties to find attractive and drought-tolerant trees for use on the city's roadways.

**Action 12.c** Continue to use landscaped medians to break up wide roadways and distinguish major thoroughfares and prominent streets.

**Policy 13.** Landscape public roadways to create a comfortable pedestrian environment.

**Action 13.a** Provide a landscaped strip for street trees between the curb and sidewalk on new roadways and use root shields or similar devices to prevent sidewalk and utility damage. (See Circulation Actions 28.a and 28.c, page 73.)



**Private Landscaping.** Landscaping on private property benefits the entire community. Because of the community benefit, the City maintains minimum landscaping requirements for development, except in single-family residential districts. The City also encourages water conservation by maintaining and distributing a list of drought tolerant plants to residents and developers. In Mountain View, where there is little natural open space left, landscaping on private property becomes a main source of pleasure and enjoyment of nature. Landscaping also can accentuate building architecture and the character of a street or neighborhood. Private landscaping on commercial and industrial properties should blend with the landscaping in the public roadway to create a unified streetscape and a stronger identity for the district.

**Policy 14.** Encourage abundant, attractive, and drought-tolerant landscaping on private property.

**Action 14.a** Maintain and periodically update minimum landscaping standards for private property.

This would not apply to single-family neighborhoods where there are no minimum landscape standards.

**Action 14.b** Require an interesting variety and adequate number of trees and shrubs for new projects in multiple-family, commercial, and industrial zones.

**Action 14.c** Ensure that private landscaping blends with public landscaping.

**Action 14.d** Ensure that private landscaping complements the architecture and site design when new projects go through development review.

**Action 14.e** Maintain a list of drought-tolerant plants for public distribution.

**Action 14.f** Consider adopting standards for drought-tolerant landscaping.

## The Visual Arts

Art brings beauty and a human quality to the built environment. Artwork can express the social and cultural history of Mountain View and reflect the aspirations of the community. Artwork can give City buildings a stronger public identity. Public art can be whimsical or serious, abstract or figurative. Some public artwork also should be playful and meant for children to touch and climb. The private sector can be encouraged to include artwork with new buildings and expansions. Mountain View has pro-



*The Avatar sculpture in Eagle Park.*

moted publicly visible art for private development through the architectural review process. This has resulted in attractive sculptures in front of many new buildings, particularly Downtown and in the North Bayshore area. Including art not only benefits everyone who passes by the building, it produces an elevated and creative work environment.

## GOAL

### F

Encourage both public and private artwork that expresses the diversity and aspirations of the city.

**Public Art Programs.** Mountain View supports the visual arts through an annual Public Arts Capital Improvement Program, the Percent-for-Art-Program, and the Visual Arts Committee. The City budgets money every year for public art. In addition, the Percent-for-Art-Program calls for one percent of the expenditure for a new public building to be spent for public art on the site. In 1989, the City established the Visual Arts Committee. The Visual Arts Committee promotes public art and related programs that enliven the imagination of Mountain View residents and enrich the spirit of the city. Public art acquisitions in Mountain View go through extensive citi-

zen review and recommendations from the Visual Arts Committee before being presented to the City Council for a final decision.

**Policy 15. Support programs that bring the visual arts into the community.**

**Action 15.a** Retain the Percent-for-Art-Program and Public Arts Capital Improvement Program to acquire significant works of art for the public.

**Action 15.b** Maintain a Visual Arts Committee to guide the acquisition of public art and promote other visual arts programs.

**Action 15.c** Ensure the appropriate space and context for art in new public facilities through early design review by the Visual Arts Committee.

**Action 15.d** Update the Community Visual Arts Inventory annually.

**Action 15.e** Make the Visual Arts Inventory readily available to city residents.

**Action 15.f** Incorporate art into a broad range of public places to ensure access for the entire community.

**Policy 16. Provide public art that represents the diversity of the community and is meant for all age groups.**

**Action 16.a** Use measures such as surveys and displays to solicit opinions on public art acquisitions.

## Preservation of Historic Resources

Mountain View is a modern suburban city, with most of its growth coming after 1950. However, in quiet residential neighborhoods and a few remaining fields and orchards, there is an older Mountain View. Scattered through the city are reminders of its past: the businesses and homes of the pioneers and farming families that built Mountain View. These older homes and commercial buildings are an important resource.

G O A L

**G**

**Protect Mountain View's historic buildings and districts and encourage their restoration.**

**Historic Buildings in Mountain View.** Historic buildings link the present with the past and are a visual record of Mountain View's history. They maintain a sense of stability and give the community character. Once a his-



*The restored Rengstorff House at Shoreline.*

toric building is lost, it can never be replaced. Historic preservation ordinances and landmark programs can keep these buildings from being lost by encouraging voluntary preservation or by prohibiting demolitions. The City also can adopt special zoning and support local, State, and federal tax incentives to encourage the preservation of historic buildings in Mountain View.

Mountain View has residential, commercial, and industrial historic buildings. The City publication "Now and Then, Exploring Mountain View's Architectural Heritage," lists about 90 homes that are important reminders of the city's heritage. These homes include the historic Rengstorff House, which the City purchased, moved, and restored on its current site in Shoreline Park. Henry Rengstorff was a successful farmer and one of the early settlers of Mountain View. He bought 164 acres of farmland near San Francisco Bay in 1864, in what is now Shoreline at Mountain View. Here he operated Rengstorff Landing and built his home, one of the finest examples of Italianate architecture on the West Coast. Also listed in this publication is the city's original main street and Downtown commercial district on Castro Street.

Mountain View has a history as one of the birthplaces of high-technology industry. Places like Walker's Wagon Wheel were meeting places for early electronic engineers who ate, talked, traded ideas, and started many of the large electronic firms that created Silicon Valley. It is possible to capture and keep all of the city's history alive through preservation of the community's historic buildings.

**Policy 17. Support preservation of the city's historic buildings and structures.**

**Action 17.a** Make the publication "Now and Then, Exploring Mountain View's Architectural Heritage" readily available to the public.

- Action 17.b** Maintain and improve the City's inventory of historic local buildings, structures, and districts, including buildings or sites that commemorate the city's early high-technology industries.
- Action 17.c** Pursue ways to preserve the historic buildings and hangars at Moffett Field.
- Action 17.d** Commemorate historic buildings, or sites where these buildings once existed, with plaques, events, or similar measures.
- Action 17.e** Create a list of sources for public and private funding to preserve historic resources.
- Action 17.f** Encourage retention of historic buildings through the development review process.
- Action 17.g** Use the State Historic Building Code when reviewing building permit applications for historic buildings.
- Action 17.h** Consider forming a Heritage Preservation Board to identify and evaluate prehistoric and historic archaeological sites, landmark trees, and buildings, sites, or districts meeting local criteria for architectural preservation.
- Action 17.i** Continue to restore the Rengstorff House and improve public awareness of the history associated with its era.
- Action 17.j** Build a pier at Shoreline to represent Rengstorff Landing.

## LAND USE IN MOUNTAIN VIEW

Mountain View has quiet residential neighborhoods, outstanding public facilities, a range of shopping opportunities, and an ideal location for industry. Each type of development is important for maintaining a vital and economically healthy community. The next sections of the Community Development Chapter discuss the city's different land uses and present action programs to retain and enhance the city's diversity. Residential uses are not covered in this Chapter. Neighborhoods are such an important part of Mountain View that they are covered in the Residential Neighborhoods Chapter, devoted exclusively to neighborhood and housing issues.

## Public Places

Public places are essential for social cohesion in Mountain View. They foster a humane and caring community and promote pride and mutual respect. Children in Mountain View develop much of their sense of community and well-being from their schools, neighborhood parks, the Civic Center, and other public places. These do more than provide public services; they are symbols of Mountain View and a necessary part of the collective self-esteem of the community.

Mountain View's public places create a sense of mutual ownership and community. From 1980 to 1991 there was a significant change in the quality of Mountain View's public facilities. New buildings were built to replace old and outdated ones. These changes created a more visible civic presence in the community. About half the City's major public buildings have been rebuilt. Several of the City's other facilities may be remodeled or rebuilt by 2005.



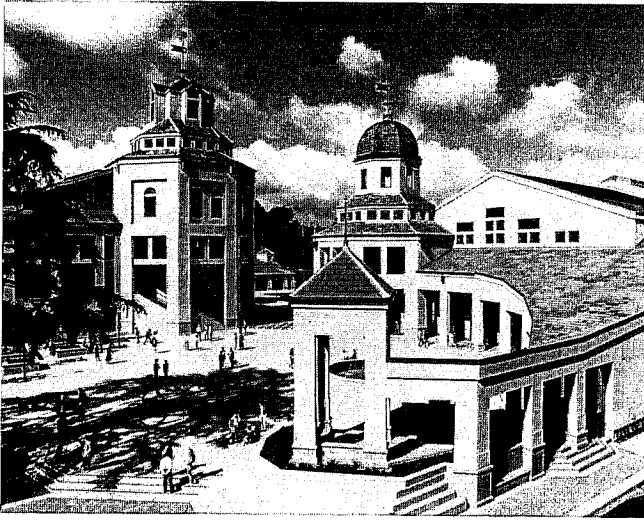
**Provide Mountain View residents with high-quality public facilities and services.**

**City Facilities.** Mountain View has four major civic buildings. They are the Police Services and Fire Administration building, the Library, the Center for the Performing Arts, and City Hall. In addition, the City owns and operates other recreational facilities, such as the Mountain View Sports Pavilion, the Senior Center, and 20 City parks. Parks and recreational facilities are discussed in the Open Space section of the Environmental Management Chapter. Some City facilities are not intended for public use, such as fire stations and the Municipal Operations Center. City facilities are designed to enrich and enhance surrounding neighborhoods and districts.

The Police Services and Fire Administration building was built in 1980 in Downtown Mountain View. Its central location is accessible to all city residents. The City plans to build a new fire station on Shoreline Boulevard to replace Fire Station No 1. Nearby residents participated in the design of the fire station; it will have some distinctive features, such as artwork and public open space.

The City's Municipal Operations Center (MOC) houses maintenance and operations staff and equipment for roadways, parks, water utilities, and other City services and facilities. The MOC building was 25 years old in 1991. As of 1991, a space study was underway to see whether the building needs to be remodeled or expanded.

The new Civic Center, which opened in 1991, is the most recent addition to the City's public buildings. The idea



*Mountain View's new Civic Center.*

for a new Civic Center was born when remodeling of the old City Hall uncovered major problems requiring extensive and expensive repairs. In 1985, the concept for a new City Hall and Center for the Performing Arts was approved by the City Council.

The Civic Center is a focus of cultural and social activity Downtown. It has become a place of enjoyment for the entire community. Beauty, grandeur, and whimsy combine in the architecture to create a distinctive and uplifting public place. The excellent design has set a standard of high quality for other development Downtown and throughout Mountain View.

The City is studying locations and the financial feasibility of building a new library, because service demands have outgrown the Library building on Franklin Street. Surveys of Mountain View residents show their support for a new library. The exact location will depend on design and financing options, but the library will be part of the Civic Center complex bounded by Castro, Church, Franklin, and Mercy Streets. Locating a new library with City Hall, the Center for the Performing Arts, and historic Pioneer Park exemplifies the central place of education within the city.

**Policy 18.** Ensure that Mountain View's public facilities are easily accessible and provide friendly, efficient services to city residents.

**Action 18.a** Continue to locate major public city facilities in a central location Downtown close to transit and adequate parking.

**Action 18.b** Conduct public surveys before building major new public facilities.

**Action 18.c** Build a new public library within the Civic Center complex or refurbish the current one.

## Educational Facilities

Public schools play an important role in the community. Schools educate the city's children, offer open space and playing fields, and give a sense of identity to the city's neighborhoods. High-quality education produces future leaders and skilled workers and contributes to the city's cultural and social well-being. Many public schools also provide child care before and after school to satisfy the increasing need of working parents for child-care services.

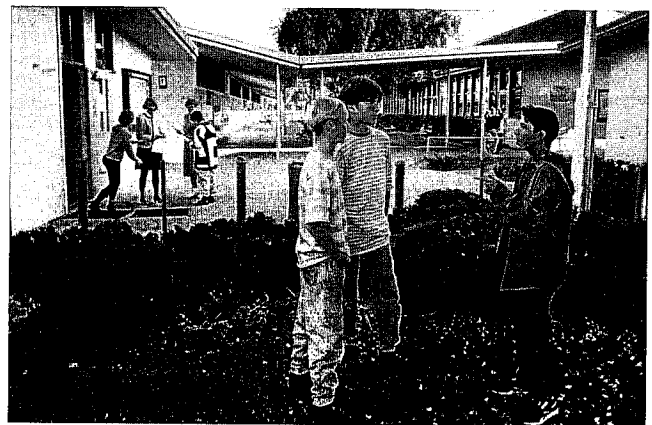
Public schools are operated by school districts, which are governmental agencies separate from the City. They have their own elected officials and source of financing. There has been a long tradition of support and cooperation between school districts and the community because public schools are so important to Mountain View. The City coordinates with schools districts on land use issues, cooperative financing of shared facilities, and joint activities, especially recreation programs. The City contributes to the development of playing fields and playgrounds at many schools and maintains seven parks next to schools. The Mountain View business community also supports public education through non-profit organizations and programs.

The General Plan Land Use Map shows the location of public schools in Mountain View. Most of the city's neighborhoods were laid out around public schools. Elementary schools were located within easy walking distance for children, and the neighborhood encircled the school. Declining enrollment and the resulting closure of schools can dramatically change the character of these neighborhoods.

G O A L

**Cooperate with the school districts to provide educational opportunities.**

**Public Schools.** Mountain View has 12 schools and four school districts, including one high school district. De-



*Graham is one of two middle schools in the city.*

clining enrollments and tight budgets caused several schools to close in Mountain View in the 1980s. Mountain View encourages districts to reuse rather than sell the closed school sites. The City allows alternative uses of the school buildings and encourages retaining the open space for recreation.

Studies completed for the Mountain View and Whisman School Districts show that student enrollments will be increasing in the 1990s and then declining in some areas after 2000. Many schools will have to add more classrooms to accommodate the increase in students. Any additional housing generated by rezoning the 11 sites discussed in the Housing and Jobs section also will increase student enrollments. Future school closures are unlikely in the 15 years between 1990 and 2005, although the closure of the Moffett Naval Air Station and its eventual reuse may influence school enrollments and possible school closures.

**Policy 19. Work with the school districts to retain public school sites in Mountain View.**

**Action 19.a** Maintain zoning that supports the reuse of closed school sites for similar types of educational and quasi-public uses.

**Action 19.b** Cooperate with the school districts in providing information on demographic changes that may lead to school closures or the need for new schools.

**Action 19.c** Continue to find innovative ways for the City to use school facilities and grounds jointly with the school districts.

Cooperative programs make it less expensive for school districts and the City and bring City programs into the neighborhoods.

**Child Care.** Affordable and safe child care is a fundamental community need, essential for the healthy growth of children and a necessity for many families with two employed parents. The YMCA offers comprehensive child care services before and after school at every elementary school in the Mountain View School District and at two schools in the Whisman School District. The Mountain View Recreation Department operates some after-school programs for preschool through fifth grade. The City contributed Community Development Block Grant funds to establish a YMCA child care program at Castro School. Even with these programs, more than 100 children were on a waiting list for child care services in 1992. More child care could be provided if the City offers incentives for industry and business to set up on-site child care convenient for working parents.

**Policy 20. Ensure that high-quality child care is available in Mountain View.**

**Action 20.a** Continue to use Community Development Block Grant funds for establishing and expanding child care facilities.

**Action 20.b** Consider Zoning Ordinance amendments to require large, new, non-residential developments to provide day care facilities.

Large commercial and industrial developments are those that have 300 to 400 employees or more.

**Action 20.c** Support State and federal legislation that will provide funds for child care services.

**Policy 21. Encourage businesses and developers to provide and support child care services.**

**Action 21.a** Consider establishing floor area ratio (FAR) bonuses for businesses that establish on-site child care facilities.

**Action 21.b** Exclude on-site child care facilities in industrial and commercial developments from FAR calculations.

### **Institutional Facilities**

Moffett Naval Air Station, NASA/Ames Research Center, and El Camino Hospital are historic and essential parts of the city. They are well-known landmarks that are part of Mountain View's sense of identity. Moffett and NASA are the heart of a public-private complex that is important to Mountain View, Silicon Valley, the United States, and the international scientific community. The Moffett/NASA complex is a vital economic and sociological asset to the region. The medical services provided by El Camino Hospital are also vital for both Mountain View and the region.



*El Camino Hospital serves the community.*





## Support retaining and protecting the City's major institutional facilities.

**El Camino Hospital.** El Camino Hospital provides important medical services. It is the only hospital located within a four-city area and serves many neighboring cities in addition to Mountain View. The hospital and surrounding professional offices are located in a predominantly single-family residential area next to Cuesta Park and the YMCA. The El Camino Medical Park Plan guides development in the hospital complex and helps insure that new buildings are compatible with adjoining residential neighborhoods.

**Policy 22. Facilitate cooperation between El Camino Hospital and surrounding neighborhoods on development issues.**

**Action 22.a** Update the El Camino Medical Park Plan with participation from surrounding neighborhoods.

**Moffett Naval Air Station.** In 1991, the federal government decided to close the Naval Air Station at Moffett Field after lengthy study by a national panel. The City has recommended that Moffett remain under federal control, with NASA/Ames as the new operator. Timing for the Navy phase-out was unknown as of early 1992; although 1997 is the target for phase-out completion. Moffett Field's physical assets include the historic dirigible hangars, various buildings, and housing both on-base and off-base. Moffett's runways and their flight support facilities serve federal activities as well as compatible private firms on federal contract. Moffett also represents a significant open space resource for Mountain View. Moffett has a number of toxic sites that the Navy plans to clean up over time.

It appears likely that most, if not all, of Moffett will remain in use by NASA and other federal agencies. It is imperative that any federal reuse of Moffett Field occur in the context of close liaison with the City of Mountain View to ensure continuing compatibility. If Moffett is eventually declared surplus to federal needs and comes under direct City jurisdiction, appropriate uses for Moffett Field will be decided through public discussion, studies, General Plan processes, and other types of community review.

**Policy 23. Support NASA/Ames as the future federal operator of Moffett Field.**

**Action 23.a** Ensure that the reuse of Moffett is compatible with City goals, policies, and concerns through coordinating with the new federal operator.

**Action 23.b** Monitor the Navy's short-term and long-term transition and clean-up of Moffett Field.

**Action 23.c** If Moffett Field is declared surplus, develop a specific plan for the property in cooperation with NASA/Ames and the City of Sunnyvale.

**NASA/Ames Research Center.** Mountain View's NASA/Ames Research Center is one of America's major intellectual and technological resources. It boasts a distinguished list of historic aerospace accomplishments and is destined to play a major scientific role in the twenty-first century. It is among the 10 largest employers in the Valley and a major economic force. NASA/Ames represents a unique educational resource. The importance of this facility deserves to be recognized through cooperative efforts and support from the City.

**Policy 24. Reinforce NASA/Ames as an important institutional citizen of Mountain View.**

**Action 24.a** Pursue a potential Air and Space Center as a cultural and educational resource and a public introduction to NASA.

**Action 24.b** Explore opportunities to reinforce NASA/Ames identification with Mountain View.

**Action 24.c** Pursue mutually beneficial efforts with NASA/Ames, such as facilitating Light Rail.

**Action 24.d** Pursue creation of a link between the North Bayshore area and the entrance to NASA/Ames.

### Other Public and Quasi-public Facilities

Many public services are provided by federal, State, and County agencies at facilities such as the Post Office and Social Services Agency. There are also quasi-public uses, such as churches and non-commercial private schools. Federal, State, and County buildings and quasi-public buildings do not have a separate category on the Land Use Map, because they are spread throughout the city's residential, office, commercial, and industrial districts. The City lacks jurisdiction over other government facilities, but requires development review for most of the quasi-public uses.

### The Business Community

The economic health of Mountain View depends on the success of its businesses, and businesses depend on a responsive community. City government and the people who live in Mountain View or own businesses here share a common goal in the city's continued economic pros-

perity. Mountain View's businesses range from family-owned stores to international corporations. General Plan Policies and Actions need to recognize all the city's businesses and meet their diverse needs. Definitions of the following land use categories and the allowable development intensity for commercial, office, and industrial uses are in the Land Use Map section at the end of this chapter.

### Commercial Districts

Mountain View's commercial districts reflect the city's diversity, providing a variety of needed goods and services. These districts include local neighborhood shopping centers, service commercial districts, strip commercial districts, regional shopping centers, and the Downtown retail, entertainment, and office district. The locations of the city's commercial districts are not likely to change, although the type of businesses within them will continue to evolve as the city grows and market demands change. As shopping centers age, they will need to be remodeled if they are to keep pace with the competitive commercial market.

**GOAL**  
**K** Maintain a variety of attractive and convenient commercial districts that provide needed goods, services, and entertainment.

**Neighborhood Commercial.** Neighborhood shopping centers provide vital everyday goods and services and should be within easy walking or driving distance of neighborhood residents. Neighborhood shopping is generally well distributed throughout Mountain View. Most neighborhood shopping centers in Mountain View are integrated with the surrounding neighborhoods through thoughtful design that provides compatible architecture, landscaping, efficient parking and circulation, and adequate noise buffers.

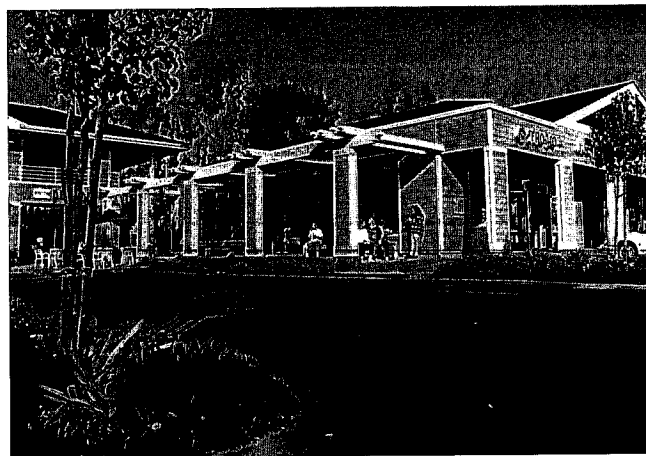
**Policy 25.** Ensure that neighborhood shopping centers are compatible with the surrounding neighborhood.

**Action 25.a** Review the design and use of neighborhood centers.

**Action 25.b** Require upgrading of neighborhood centers with applications for discretionary permits.

**Action 25.c** Continue to carry out measures requiring the maintenance of neighborhood shopping centers.

**General Commercial.** There are three General Commercial areas in Mountain View. They are the Old Middlefield Road area, the Evelyn Avenue Area, and the Yuba Drive



*Newly upgraded Blossom Valley Shopping Center.*

area defined by El Camino Real, Highway 85, and Route 237. Important service commercial businesses are located in these districts, including automobile and business equipment repair, carpentry shops, and professional photo labs, which generally do not fit easily into other commercial and industrial districts. General Commercial districts are distinct from adjoining neighborhoods and do not have a residential character. Development standards are minimal, so the districts have less landscaping and architectural refinement than other commercial and industrial districts. The City should review development standards and update zoning regulations for these districts.

**Policy 26.** Maintain the General Commercial districts for heavy commercial services and uses.

**Action 26.a** Determine whether there is a need to keep the current amount of service commercial uses before any change in General Commercial zoning and General Plan designations.

**Policy 27** Enhance the appearance of General Commercial districts.

**Action 27.a** Update the General Commercial zoning district development standards.

**Linear Commercial/Residential.** The Linear Commercial/Residential district is intended for a broad range of commercial, office, and residential uses that serve both local residents and people from outside the city. This type of district is commonly called strip commercial development. El Camino Real, Moffett Boulevard, Fairchild Drive west of Whisman Road, and the west side of San Antonio Road are four areas designated Linear Commercial/Residential.

El Camino Real is a prominent, historic roadway that links Mountain View with other cities on the San Francisco

Peninsula. Many people from neighboring communities enter and leave Mountain View along El Camino Real. Because of its width and length, El Camino is also a road that provides opportunities for scenic vistas of the Santa Cruz and Diablo Mountain ranges. Most lots along El Camino are shallow and adjoin homes in the back. Development is limited by this shallow depth. Tall buildings and intense development would be inappropriate on these lots, because of their effect on adjoining homes. Large developments, such as some residential and mixed use projects, generally need to have at least two acres and a depth of 200 feet to accommodate the project adequately.

In 1982, the City began a program to install medians, add landscaping, and make other street improvements to upgrade the appearance of El Camino Real. The City can complete these improvements by developing plans that will coordinate land use, building height, development standards, floor area ratios, landscaping, and gateways. A detailed design and land use review would benefit El Camino Real and Moffett Boulevard. It would help give each district a distinct identity.

**Policy 28. Maintain and enhance the city's Linear Commercial/Residential districts.**

**Action 28.a** Develop strategies for El Camino Real and Moffett Boulevard commercial districts.

These strategies will address appropriate uses, street and landscaping design, gateway treatments, and building size, height, location, and design.

**Regional Commercial.** Regional shopping centers can be exciting concentrations of buildings and activity. Mountain View has three areas designated Regional Commercial: along San Antonio Road roughly between Central Expressway and El Camino Real, the Emporium site by Highway 85, and Grant Park Plaza on Grant Road, just south of El Camino Real.

Regional shopping centers are major revenue generators for cities, and competition is intense for a share of the regional market. The San Antonio Shopping Center is still busy; part has been remodeled and plans for a complete remodeling were approved in 1991. A proposed new CalTrain station and mixed-use commercial/residential development, located next to the Center, will contribute to its commercial vitality.

Grant Park Plaza on Grant Road is the city's other regional shopping center. This is a small regional center that would benefit if it were extended to El Camino. Extending the shopping center would create more space for new stores and would make the center more visible from El



*San Antonio Shopping Center.*

Camino Real. The City can encourage an expansion by extending the precise plan for Grant Park Plaza to El Camino and changing the General Plan designation on these properties to Regional Commercial.

**Policy 29. Maintain attractive and exciting Regional Commercial districts that offer residents a broad selection of retail goods and create a strong retail base for the city.**

**Action 29.a** Encourage remodeling of the city's older regional centers.

**Action 29.b** Ensure distinctive and enjoyable building and site design for regional shopping centers.

**Action 29.c** Encourage mixed-use projects with high-density residential uses near San Antonio Center so people can live close to shopping and transit.

**Action 29.d** Consider extending the Grant Road Precise Plan to El Camino Real between Grant Road and Bay Street and changing the General Plan designation on these properties to Regional Commercial.

**Downtown Commercial.** Downtown Mountain View is the heart of the city. Mountain View's Downtown district is centered on Castro Street between Central Expressway and El Camino Real. The Downtown Commercial designation covers the same area as the Downtown Precise Plan.

Adoption of the Downtown Precise Plan in 1988 laid the foundation for an influx of private and public investment Downtown. The revitalization of the historic Downtown has emphasized a traditional pedestrian scale while promoting a mix of uses and building styles that creates a vibrant and sophisticated environment. The City has installed special pavement, landscaping, medians, wide sidewalks, street furniture, and innovative flexible zones for parking or commercial activities. These improvements have resulted in a place that is visually exciting, comfortable for pedestrians, and personally engaging. Where once the Downtown commercial space vacancy rate was about 50 percent in the 1970s, Castro Street is now home to an international array of dining, bookstores, specialty retail, and coffee houses, as well as a grocery store, cleaners, and other business that serve people who live nearby. The combined result of this private and public investment is a Downtown that is the center for social, cultural, and business activities in Mountain View.

**Policy 30. Promote Downtown as a daytime and nighttime center for social, entertainment, cultural, retail, and government activity in Mountain View.**

**Action 30.a** Continue programs to promote social and cultural events Downtown.

**Action 30.b** Continue to provide benches, kiosks, telephones, and other street amenities that create a safe, pleasurable, and comfortable environment for pedestrians.

**Action 30.c** Maintain a design review program for development Downtown.

The City's design review program ensures high-quality, cohesive, and compatible design of buildings and site features Downtown.

**Action 30.d** Continue revitalization efforts on side streets within the Downtown Precise Plan area.

**Action 30.e** Encourage neighborhood businesses, such as cleaners and groceries, in the Downtown.

Residential development is important in maintaining the vitality of Downtown. Well-designed residential projects bring people Downtown day and night, creating continuous activity and a sense of community. Residential areas surrounding Downtown need to be protected from the traffic, noise, and overflow parking that can come from adjacent commercial uses. The City has adopted the Downtown Neighborhood Preservation and Improvement Plan, which establishes a traffic control strategy and programs for neighborhood improvements.

**Policy 31. Protect the residential neighborhoods surrounding Downtown.**

**Action 31.a** Prevent commercial encroachment, including the effects of traffic, into the neighborhoods.

**Action 31.b** Ensure compatible uses and building design along the boundaries of the residential and commercial districts.

**Policy 32. Continue to provide adequate and attractive parking for Downtown businesses.**

**Action 32.a** Maintain the Downtown Parking District.

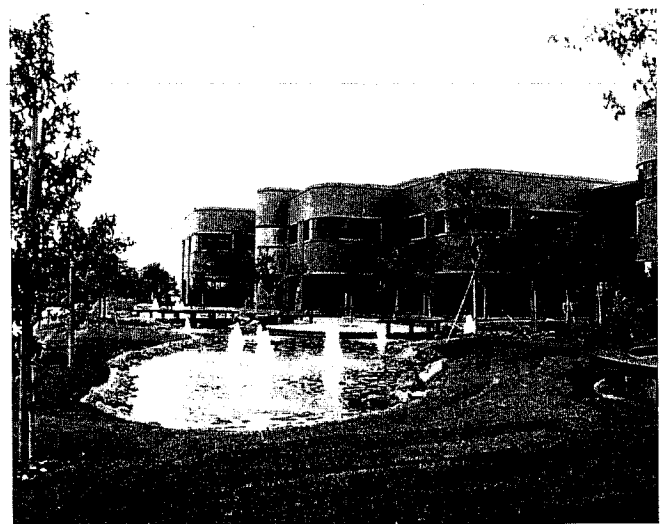
**Action 32.b** Require private development to provide parking consistent with zoning regulations or pay in-lieu fees.

### Office Districts

Most offices blend into either industrial or commercial districts. Policies in other sections of this chapter help ensure that office development will be compatible with adjacent residential areas. The city's administrative and research and development offices are generally scattered through the industrial districts and are considered industrial uses. General and professional offices are located Downtown and along El Camino Real, mixed with other commercial uses. As a result, the General Plan designates most office buildings in Mountain View as commercial or industrial, rather than office. The office designation is used for a few small sites in the city.

### Industrial Districts

The city's industrial districts vary in size, type of businesses, and appearance. Mountain View's industrial dis-



*New research office buildings in the North Bayshore Area.*

districts are home to many sophisticated and successful high-technology corporations, as well as to warehousing and small peripheral and start-up industries. The city has been successful in attracting a strong and diversified industrial base. Mountain View may lose some of this diversity as inexpensive industrial space is redeveloped into modern research and development offices or new residential projects. Mountain View needs to continue to keep and attract a variety of businesses.

Industrial districts are not just places where people work; they are environments that people live in five days a week, eight hours a day. Like other districts, industrial districts need regulations that ensure compatible land uses through development and design standards. Many of today's Silicon Valley employees expect a modern work environment with many amenities. Businesses have to meet those expectations if they are to attract and keep employees. One of the ways the City is helping workers is by promoting a shuttle system that links employment centers, Downtown, other shopping and entertainment districts, and transit. Another way the City can help is by introducing some commercial services into industrial districts. The shuttle and other transportation programs are discussed in the Circulation Chapter.

The General Plan has two industrial designations: General Industrial and Industrial Park. Allowable uses and the development intensity for these designations are discussed in the Land Use Map section at the end of this chapter. The two industrial designations are meant to maintain and strengthen Mountain View's diverse industrial base.



**Promote a variety of industrial districts that maintain a diversified economic base.**

**General Industrial.** The General Industrial designation covers many different industrial areas with both Limited Industrial (ML) and General Industrial (MM) zoning. General Industrial districts in Mountain View allow for a broad range of businesses. Some of the older industrial districts were the incubators for early high-technology industries. Older districts provide vital start-up space that is unavailable in the newer industrial parks. Some industrial areas adjoin residential neighborhoods and can have adverse effects on the adjoining homes. The City's Zoning Ordinance helps reduce these effects and minimize noise, traffic, odors, and safety problems for neighboring homes. This General Plan also has action programs for developing regulations about the location of hazardous materials next to residential neighborhoods.

**Policy 33. Encourage work environments in industrial districts that meet the needs of the working population.**

**Action 33.a** Amend industrial Zoning Ordinance standards to provide appropriate amenities for employees, such as outdoor eating areas and walkways.

**Action 33.b** Consider rezoning land or amending precise plans in industrial districts to bring commercial uses, such as restaurants and convenience shopping, closer to employment centers.

Policy 33, and Actions 33.a and 33.b apply to both the General Industrial and Industrial Park designations.

**Policy 34. Ensure that General Industrial districts are compatible with adjoining residential neighborhoods.**

**Action 34.a** Continue to review and revise the Zoning Ordinance to ensure that setback, design, use, and similar regulations reduce the negative effects of industrial uses on adjacent residents.

**Action 34.b** Require improvements, such as landscaping and equipment screening, on older industrial sites when businesses apply for changes or additions.

**Action 34.c** Rezone industrial areas that are not consistent with the new industrial General Plan map designations.

**Policy 35. Maintain industrial space for small start-up and incubator industries.**

**Industrial Park.** The Industrial Park designation is meant for newer industrial areas that have distinctive environments for high-technology industries. The North Bayshore area epitomizes the type of development intended by the Industrial Park designation. The large, well-designed buildings are surrounded by extensive landscaping, with amenities such as employee cafeterias and outdoor sculpture. This district is also appropriate for small commercial businesses, such as restaurants, and larger commercial support services, such as hotels. The Industrial Park designation is important for corporations that need a high-quality image. The attractive environment envisioned for Industrial Parks should help businesses maintain a competitive edge and attract and retain employees.



Mountain View owns a great deal of undeveloped land in the North Bayshore area. A land use study for City-owned property is expected to be completed in 1992. This plan will consider a variety of options for open space, a major hotel, space training center, commercial businesses, and corporate offices. More information and Policies on the North Bayshore area are presented in the Public Re-development section of this chapter.

**Policy 36.** Maintain a high quality of architectural and site design that creates an exceptional work environment in Industrial Park districts.

**Action 36.a** Review the Zoning Ordinance to ensure that development regulations are consistent with the intent to promote high-quality development in the Industrial Park districts.

## THE ECONOMICS OF LAND USE

The issue of economics is especially critical in the 1990s because local and regional influences are changing and City revenues are growing more slowly. The City needs to understand the dynamics of economics and land use better if the public and private sectors are to work together more effectively. This understanding will help the City respond to changing market conditions and will be useful in guiding Mountain View's growth.

### City Revenues

City revenues pay for the services provided to the community, such as police, fire, and library services. Since Proposition 13, Mountain View has become more dependent on sales tax revenues. The major components of Mountain View's budget revenues are shown in Figure 10. A city's sales taxes are influenced the most by the economy and decisions on development and growth.

**GOAL**  
**M** Maintain strong and stable sources of City revenues while promoting an appropriate balance of land uses in the city.

**Tax Revenues and Land Use.** The current tax structure and declining municipal revenues encourage cities to make land use decisions based on the amount of tax revenues a project can generate. A reasonable consideration of the effects of land use decisions on revenue can help

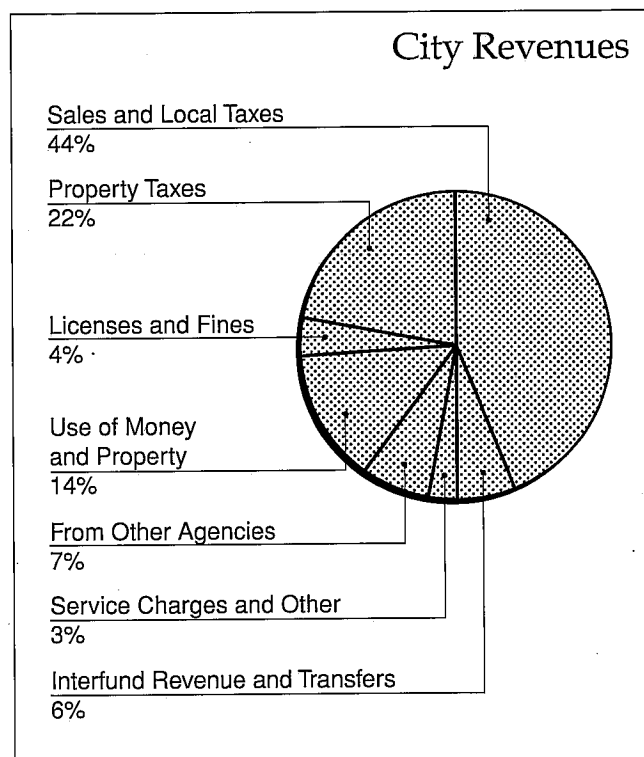


Figure 10. City Revenue Sources, Fiscal 1989-90.

ensure an adequate budget for City services, but an over-emphasis can distort the appropriate balance of land uses in the community. Basing land use decisions on revenues favors commercial and corporate office development over the construction of new housing. Housing typically generates less tax revenue and requires more City services. Too much emphasis on tax revenues also creates pressures for large, high-intensity projects that generate more revenues with less land.

Mountain View has pursued a balanced planning approach by providing varied and affordable housing while creating an attractive business climate. For example, the City rezoned older, less productive commercial and industrial areas for new housing, while preserving businesses and jobs through intensification in other areas, such as Downtown. The City weighs the intensity of development against concerns about traffic, design, compatibility, and regional effects.

Sales tax revenues are important to Mountain View's continued economic well-being. Sales taxes come from sources other than retail sales, particularly businesses such as hotels and corporate headquarters when they originate sales for a large volume of expensive goods, such as computers. As the pace of economic growth has slowed throughout the region, Mountain View has seen a decrease in both the number of sales tax generators and the amount of tax revenues they generate. Between 1980

and 1988, total sales tax revenues decreased, although property tax revenues increased, offsetting this decline. However, significant increases in property tax revenues are not expected to continue because of the limited land available for large new projects and a less rapid increase in regional land prices. As a result, Mountain View's revenues may decline in the future, unless aggressive programs are established to offset this decline.

**Policy 37. Encourage land uses that generate revenue to the City while maintaining a balance with other community needs, such as housing and open space.**

**Action 37.a** Develop strategies for revenue enhancement.

**Action 37.b** Attract a major hotel to Mountain View.

**Policy 38. Continue to provide high-quality City services to the community.**

**Action 38.a** Evaluate the fiscal effects of different land uses on City revenues and services.

**Action 38.b** Continue to put cost-saving measures into effect, while maintaining and improving the quality of City services.

**Businesses.** Mountain View's economic base is mature and diversifying. Mountain View traditionally was dominated by a single industry—first agriculture and then electronics. Now, in addition to electronics, there is a growing amount of medical diagnostic machinery manufacturing, work station computer manufacturing, pharmaceutical businesses, genetic engineering firms, and a variety of training and office support industries. Mountain View also has a strong commercial base Downtown and plans for expansion of regional shopping opportunities. This diversity will help Mountain View maintain economic equilibrium when there are downturns in different sectors of the economy. To protect this strong economic base, the City needs to anticipate economic trends and the needs of local businesses. The City also needs to promote opportunities for businesses to remain in Mountain View while they grow and to accommodate the shift from manufacturing operations to corporate offices.

Mountain View is a desirable place for businesses. Amenities in Mountain View, such as the recreational opportunities at Shoreline Park, the cultural events at the Amphitheater and Center for the Performing Arts, and the variety of restaurants Downtown are a benefit to businesses trying to attract employees. Attractive public improvements Downtown and along El Camino Real draw people to businesses in these areas. These types of amenities and the positive image of the city help create a successful business climate.

Maintaining a diversified economic base includes retaining businesses that meet the everyday shopping and service needs of Mountain View residents. Businesses such as car washes and small neighborhood grocery stores that serve local people, can be displaced by rising land costs. There may be times when the community wants to keep these uses through zoning or other types of regulations.

**Policy 39. Attract and retain a variety of businesses in the community.**

**Action 39.a** Work with the Mountain View business community to understand their economic needs.

**Action 39.b** Assess how the City's land use policies can accommodate economic growth.

**Action 39.c** Ensure that rezoning industrial and commercial areas or sites will not significantly hurt the city's economic base.

**Action 39.d** Develop a strategy to retain and attract businesses that meet the shopping and service needs of Mountain View residents.

## Development Costs

The economics of private development significantly influence what is built or not built in Mountain View. General Plan land use categories can guide and encourage development, but if the economic incentive is not there, nothing will be built. City policies, procedures, and zoning requirements affect whether building a project is economically viable.



**Encourage suitable development through effective regulation and efficient City approval procedures.**

**Development Process.** There are three basic parts of development costs: the land cost, construction costs, and administrative expenses. The City's zoning, building codes, public works requirements, and permit processing affect all three of these expenses. Land costs are influenced by the zoning of a property, as well as by the location and a variety of other factors. Construction expenses vary according to the type of building and quality of construction, and are also influenced by the City's building codes and public works requirements for right of way improvements. The cost of City licenses and permits affects administration expenses. The length of time it takes to process City permits also will affect administrative expenses, particularly construction financing costs.

Mountain View processes most building permits in three to nine weeks, among the quickest processing times in the county. The City can support development and business by continuing to streamline permit processing, building codes, and public works requirements, and by adopting ways to make zoning requirements more efficient.

**Policy 40.** Ensure that zoning, building regulations, and public works requirements are equitable and that City processes are efficient.

**Action 40.a** Review and revise zoning, public works, and building regulations routinely.

The City periodically makes Zoning Ordinance changes and adopts a new State Uniform Building Code every three years. A comprehensive revision of the Zoning Ordinance was underway in 1992.

**Action 40.b** Survey businesses, developers, homeowners, and others to determine where and how to improve development-related City services.

## LIVING IN THE BAY AREA

There were 98 cities, nine counties, and six million people in the San Francisco Bay Area in 1990. The Bay Area exceeds many states and some countries in population and economic power. Mountain View shares in the prosperity and beauty of the Bay Area. It also shares the growth pressures and problems that have resulted from more and more people wanting to live in an area with job opportunities, cultural diversity, and a beautiful natural environment.

### The Regional Setting

Mountain View is on the southern end of San Francisco Bay, where the San Francisco Peninsula and Santa Clara Valley meet. It is part of a continuous metropolitan area where each city joins the next and affects its neighbor. Mountain View is linked to the region by roadways and rails that carry the daily exchange of people and goods leaving and coming into the city. It is linked to other cities by shared environmental concerns for the Bay and the quality of the air basin. Like the rest of the Bay Area, Mountain View has become part of a larger economy. Mountain View is dependent on the overall economic and environmental health of the Bay Area for its own continued well-being.

## GOAL

# O

**Preserve and enhance the quality of life enjoyed by residents of the San Francisco Bay Area.**

**Regional Cooperation.** Mountain View's land use decisions balance local concerns with a regional perspective. The City has a long history of cooperation in regional efforts, such as the Golden Triangle Task Force and Santa Clara County Congestion Management Agency. The Task Force focused on creating a better balance between jobs and housing through voluntary compliance with transportation and land use policies. Mountain View participated by increasing the potential housing supply and enacting a 0.35 maximum average floor area ratio (FAR) for industrial and office land uses. The City continues to look for sites for additional housing, as discussed in the "Housing and Jobs" section of this chapter. Mountain View also has participated actively in the Santa Clara County Congestion Management Agency. Detailed information on this and other City transportation programs is in the Circulation Chapter.

Cooperative regional efforts are important. The positive and negative effects of development on traffic, housing, and the environment may be felt in Mountain View even if the development occurs in other cities. Likewise, Mountain View's development decisions can affect other cities in the region. Voluntary cooperation between cities and counties in the Bay Area is vital to protecting the economic health of the region and improving the quality of life enjoyed by everyone.



*Townhouses under construction.*

**Policy 41. Support voluntary local government cooperation in making regionally responsible land use decisions.**

**Action 41.a** Consider the regional implications of land use decisions when reviewing new projects and zoning or General Plan changes.

**Action 41.b** Strive to make land use decisions that will be beneficial both regionally and locally.

**Action 41.c** Support voluntary regional cooperation as a preferred alternative to a new mandated regional government.

## Housing and Jobs

Balancing housing opportunities with jobs is an important local as well as regional issue. The right balance of housing types and jobs can help reduce regional traffic congestion, improve air quality, stabilize housing prices, and secure an adequate labor supply for businesses. While Mountain View has a better balance of housing and jobs than some neighboring cities, there is less housing than is needed for the number of employees. A broad range of housing issues, including more on the jobs/housing balance, is discussed in the Residential Neighborhoods Chapter.

G O A L

**P**

**Promote the opportunity to both work and live in Mountain View.**

**Managing the Jobs/Housing Balance.** Mountain View, with other cities in Santa Clara County, has tried to realistically balance the supply of housing with employment in the city. The answer is not a simple one-to-one ratio of one house for each employee. The issue is more complex. A balance of jobs and housing is a goal, one that shifts with changing circumstances and one that may never be reached.

There are more people from other cities commuting to jobs in Mountain View than there are Mountain View residents commuting to jobs outside the city. This makes Mountain View a "net in-commute" city. Mountain View has more jobs than employed residents, like most cities in northern Santa Clara County. In 2005, there will be about 1.68 jobs for each employed resident, up from 1.53 in 1985. This does not consider the shift in housing and employment that would result if new housing is provided on the 11 potential housing sites. To bring jobs and housing into closer balance, either more housing must be built that people who work in Mountain View can afford, or job growth must be reduced, or both.

This need for additional housing has to be balanced with the community's desire to retain its quality of life and keep the suburban, small-town character of much of the city. On the residential side of the equation, it is important to preserve the city's single-family neighborhoods, while finding sites that are appropriate for additional housing.

On the other side of the jobs/housing equation, limiting job growth has to be weighed against the need for businesses to expand and the maintenance of the city's economic health. The City's zoning regulations and precise plans limit the allowable floor area of industrial and office buildings. Floor area restrictions are an attempt to manage traffic congestion by balancing new jobs with new and available housing in the community. Floor area ratios limit the flexibility to accommodate different types of businesses. These limits may not allow for corporate expansions or a full range of corporate and office employment in Mountain View. The City, therefore, will need to evaluate floor area restrictions periodically to minimize the negative effects on businesses. This General Plan stresses average floor area ratios for the city, creating the flexibility to increase floor area ratios in some areas, while reducing them in others.

Density transfers are one way the City can accommodate business expansion and still maintain the average floor area throughout Mountain View. The total number of jobs would remain the same but the employment density could vary from one area of the city to another. As of 1992, the City's Zoning Ordinance restricted floor area on a site-by-site basis. The ordinance would need to be amended to put a density transfer program into effect. The location for different employment densities should be tied to factors such as transit availability, the effect on adjoining neighborhoods, and the character of the district.

**Policy 42. Strive for a better balance of jobs and housing units in Mountain View.**

**Action 42.a** Maintain and periodically evaluate the effectiveness of floor area ratio limits to manage job growth.

**Action 42.b** Consider establishing procedures for density transfers of allowable floor area between sites and when industrial or office sites are redeveloped for residential use.

**Potential Housing Sites.** The Association of Bay Area Governments predicts that substantially more housing will be needed for the city's workforce by 2005. (See Figure 11.) To reduce this housing shortfall, the City has considered 18 sites for possible changes in the General Plan and zoning to promote more housing. (See Figure 6 on page 84.) A detailed discussion of these sites is presented

## Housing and Jobs

	1990	2005 (without 9 sites)	2005 (with 9 sites)
Homes Needed	47,250	55,483	55,483
Homes Provided	31,487	34,238	39,325
Housing Shortfall	15,763	21,245	16,158

Source: ABAG, "Projections '90" and U.S. Census.

Note: "Homes needed" is based on the number of jobs divided by 1.44 workers/household in 1990 and 1.43 workers/household in 2005.

Figure 11. *Housing and Jobs Balance.*

in the "Potential New Residential Areas" background report. Of the 18 sites that are discussed in the Residential Neighborhoods Chapter, nine are still being considered as potential housing sites. These sites are shown on Figure 12.

If all nine sites were developed or redeveloped for housing, it would result in about 5,100 more dwelling units than under current zoning. The housing shortfall would remain about what it was in 1990 as shown in Figure 11. General Plan actions on the nine sites call for residential rezoning on three sites, Zoning Ordinance or precise plan changes for two sites, studying three sites for possible residential rezoning, and studying one site for a mix of possible uses.

Building housing on these sites not only improves the jobs/housing balance, it places more housing close to transit and shopping, eliminates some incompatible uses, and creates more logical boundaries for some of the city's neighborhoods. If industrial sites are redeveloped for housing, the City would have the option of transferring the development intensity from these sites and allowing a higher FAR in other industrial areas. This would help retain a healthy industrial base for the city, but would not be as effective in improving the jobs and housing imbalance.

Most of the four sites that require further study are industrial areas with many individually owned properties. More information is needed on the economic and environmental effects of a change from industrial to residential use and how this change would affect businesses. The largest of these sites, in the Whisman Road and Ellis Street area, is along the future Light Rail line. It would be studied for a range of possible uses that will revitalize the area and support Light Rail. Light Rail in this area will provide an excellent opportunity to create an innovative industrial, residential, and mixed-use district.

**Policy 43.** Investigate sites that have the potential to generate new housing, and amend the General Plan and zoning on these sites to residential use where appropriate.

**Action 43.a** Initiate rezoning to residential use on these sites:

Site 1 - Del Medio Court, known as the Sears warehouse site.

Site 3 - Showers Drive and California Street, known as the Old Mill site.

Site 7 - Evelyn Avenue and Villa Street.

Sites 3 and 7 were changed to residential use on the Land Use Map as part of this General Plan. Site 1 was already designated for residential use on the 1982 Land Use Map.

**Action 43.b** Study these sites for a possible General Plan change and rezoning to residential or mixed use:

Site 2 - Mayfield Avenue and Central Expressway.

Site 4 - Polaris and Gemini Avenues.

Site 6 - Evelyn Avenue and Moorpark Way.

**Action 43.c** Study Site 5, Fairchild Drive and Ellis Street, for a range of possible uses including mixed-use, housing, and industrial uses that will support Light Rail and revitalize the area.

**Action 43.d** Amend the Arterial Commercial (C3) zoning district to allow mixed-use housing projects as a principally permitted use on large lots (Site 9).

**Action 43.e** Promote the development of new housing Downtown (Site 8).

## Land Use and Transportation

Land use decisions have a direct effect on traffic levels on the city's streets and intersections. Traffic congestion, with its bumper-to-bumper commutes, smog, noise, and delays, is the number one issue with residents of the Bay Area. Reducing congestion does not necessarily mean limiting growth if a better job can be done of matching the location and type of growth with improved transportation systems. Building more housing close to jobs is one example of ways to reduce commute trips and ease congestion. Promoting transit systems is another.

Most Mountain View residents want to retain the quality of life they now enjoy. The challenge is to manage



# Potential Housing Sites

## KEY

- 1 Del Medio Court
- 2 Mayfield Avenue/Central Expressway
- 3 Showers Drive and California Street
- 4 Polaris and Gemini Avenues
- 5 Fairchild Drive and Ellis Street
- 6 Evelyn Avenue and Moorpark Way
- 7 Evelyn Avenue and Villa Street
- 8 Downtown
- 9 Arterial Commercial/El Camino Real

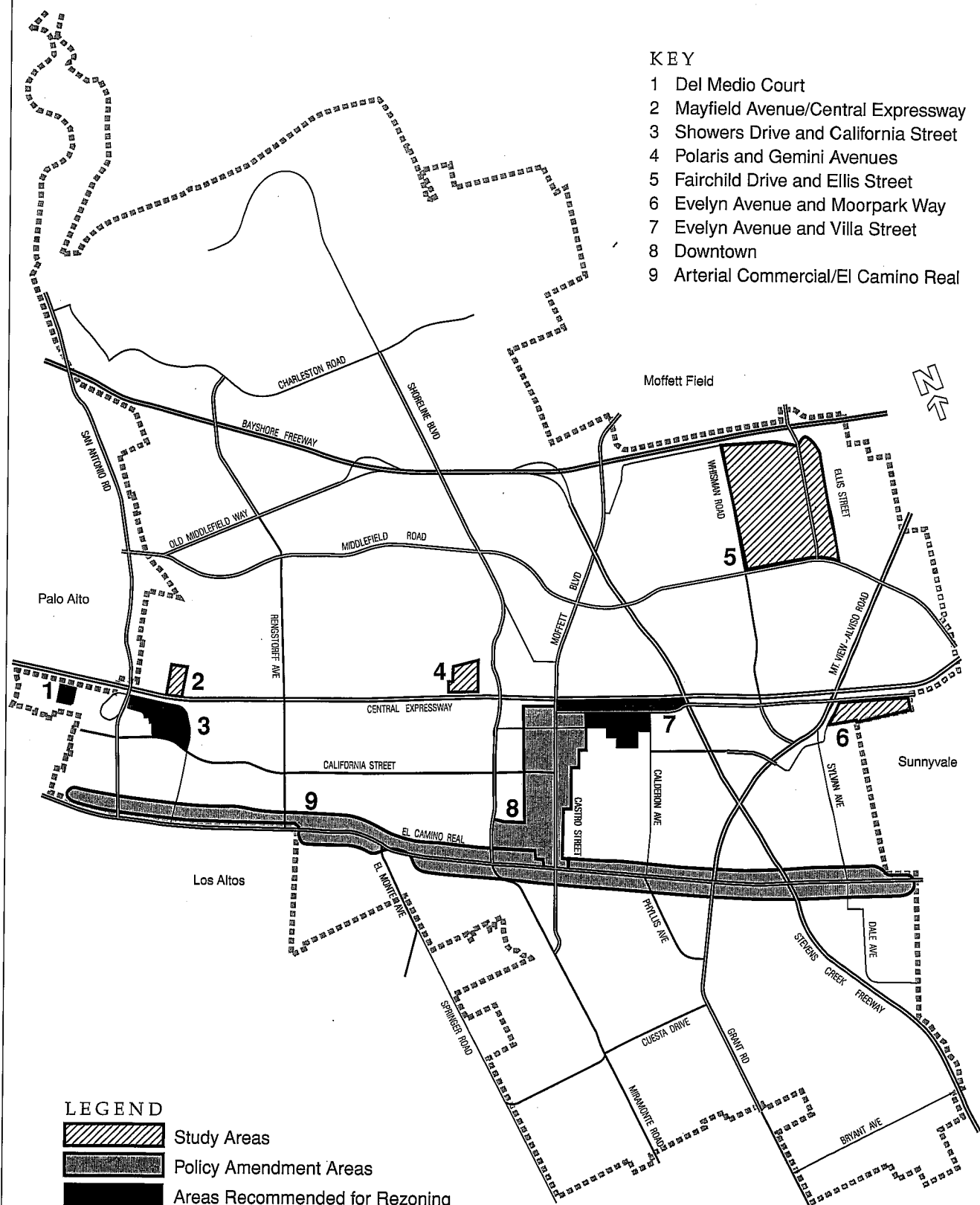


Figure 12. Potential Sites for Additional Housing.

land use and transportation so that they preserve the community's ideals of open space, safety, and convenience, while reducing the length and number of automobile trips. Sound land use planning, with the transportation programs and policies discussed in the Circulation Chapter, are an effective foundation for reducing congestion.

G O A L

**Q**

**Coordinate the location, intensity, and mix of land uses with transportation resources.**

**Coordinating Land Use and Transportation.** Mountain View has a low-density, suburban land use pattern that creates comfortable living and working spaces, but results in an environment that depends on automobiles. Much of the city is covered by roads and parking lots. Many people are now looking to alternative transportation, such as buses, Light Rail, bicycles, and walking to help ease traffic congestion. Improved transportation systems also reduce the number of cars on the road.

In 1991, the Santa Clara County Board of Supervisors and the Metropolitan Transportation Commission approved the extension of the Tasman Corridor Light Rail line into Downtown Mountain View. People who live and work in Mountain View put considerable effort into bringing Light Rail to the city. Light Rail is a special opportunity for the community. There is the potential to promote land uses along Light Rail lines that not only support Light Rail ridership, but add to the diversity and excitement of the city.

The City can promote alternative transportation by encouraging high-intensity development along transit lines and promoting a concentrated mix of uses that make it easy for people to walk from place to place. Consolidation of living, working, entertainment, and shopping in mixed-use projects or Downtown allows people to depend less on their cars. This type of development can be found on El Camino Real, where housing is combined with shopping, and Downtown, where higher-density housing, offices, and commercial businesses are close together. Mixed-use development is better for the environment, since fewer cars on the road mean less noise, cleaner air, and less fuel consumption.

**Policy 44. Make land use decisions that support transportation alternatives to the automobile.**

**Action 44.a** Encourage mixed-use projects and the city's highest-density residential projects along major transit lines and around stations.

**Action 44.b** Prepare land use plans for the Light Rail cor-

ridor that will complement and enhance Light Rail use.

**Action 44.c** Work with property owners to facilitate joint development and use of land at Light Rail stations.

Introducing a transit line into an area that has never had one influences land use in many ways. Taking the greatest possible advantage of opportunities to link land use and transit is the goal of planning near the Light Rail line. Each new station offers an excellent opportunity to combine public station facilities with private development.

## OPPORTUNITY AND CHANGE

Mountain View is a many-faceted, constantly evolving community. It is changing because it is surrounded by change. Though the pace of regional growth has slowed, the Bay Area is still one of the most dynamic areas in the country. As long as people are drawn to the region by its climate, beauty, and cultural and intellectual environment, Mountain View will continue to experience the need to change. The question is not so much whether there will be change and growth, but how much, where, and in what form.

### Public Redevelopment

Most of the city's future growth will come from private development on vacant land or private redevelopment of existing buildings, as discussed in the Development Potential section. However, public redevelopment also can have a significant effect on Mountain View. The success of the Downtown Revitalization District illustrates the benefits of public redevelopment for the community. The Downtown Revitalization District is the City's only redevelopment district. Redevelopment efforts Downtown have created a distinctive environment that is culturally and economically important to the community. There is a detailed discussion of Downtown in the Commercial Districts section of this chapter.

Shoreline Regional Park Community District, which covers much of the North Bayshore area, is a special-purpose district that functions like a redevelopment district. There is the potential for important new development on some vacant land in this district.

## GOAL **R**

**Focus public redevelopment efforts on important areas where revitalization will benefit the entire community.**

**North Bayshore.** Shoreline Regional Park Community District is a special-purpose district and is usually called the "North Bayshore." It encompasses the recreation and entertainment facilities at Shoreline Park and the Amphitheater, a high-technology industrial park, and large tracts of vacant City-owned property. Before the City's redevelopment efforts, North Bayshore was an unattractive area of garbage dumps, marginal businesses, and scattered substandard housing. Now it is a regional attraction as well as a source of pride and enjoyment for Mountain View residents.

City-owned property in the center of the North Bayshore joins the various parts of the district and creates a link with the NASA/Ames research facility to the east. There is the potential in the North Bayshore for a true blending of industry, science, entertainment, outdoor areas, educational facilities, and nature preserves. The North Bayshore could be completely different from any other place in the South Bay, both in how it looks and in the activities there. This area also has the potential for landmark architecture and open space that will emphasize the image of the district and the city.

**Policy 45.** Support the Shoreline Regional Park Community District as vital to the city for providing leisure and educational opportunities, locations for high-technology industries, and a distinctive image for Mountain View.

**Action 45.a** Incorporate significant public outdoor areas on the City-owned properties.

Public outdoor areas in North Bayshore should maintain the open space characteristics of the district and provide transitions between Shoreline Park, industrial businesses, and NASA/Ames.

**Action 45.b** Ensure distinctive architecture and site design and, when possible, publicly visible art on properties in the North Bayshore through precise plans and development review.

**Action 45.c** Preserve the views of Vista Point and other natural landmarks in the North Bayshore area.

**Policy 46.** Evaluate the potential for public redevelopment districts in other special areas of the city.

**Action 46.a** Consider establishing a redevelopment district for the Evelyn Avenue Corridor study area.

**Action 46.b** Consider establishing redevelopment districts around rail stations.

## Building Height

Mountain View has a generally low-profile character. Buildings are primarily one or two stories, surrounded by landscaping or parking. The predominant building form is low, horizontal, and dispersed. The scale of development does not overwhelm people. It results, however, in a sameness that can be too uniform and a development pattern that depends on the automobile. Given future needs, the City may see an increasing number of requests to construct buildings over three stories. However, there are only a few locations where a limited number of tall buildings should be permitted, if Mountain View is to retain its character.

Tall buildings are appropriate in some areas of Mountain View and not appropriate in others. They fit into areas that have a more urban appearance, such as Downtown and some portions of El Camino Real. These areas create some interesting diversity in the community. Not only are buildings taller in these locations, but there are more courtyards and plazas instead of landscaping, and there is a concentration of buildings and activities. Five buildings in Mountain View are over five stories. Generally, they are located Downtown and along El Camino Real on the eastern and western edges.

With good planning, tall and low buildings can comfortably coexist. Tall buildings can emphasize special districts, add contrast and excitement, and help orient people in the community by acting as landmarks. Tall buildings also make efficient use of the community's limited land. Mid-rise buildings have been carefully located in Mountain View to be compatible with surrounding land uses and to support transit and important districts, such as Downtown.

## GOAL **S**

**Maintain the predominant low building height in Mountain View, while allowing a limited number of well-designed tall buildings in selected areas of the city.**

**Locations for Tall Buildings.** One of the key urban design issues for the City is to identify appropriate areas for more intense development and taller buildings. Tall buildings should have a meaningful design relationship

## Areas Allowing Building Height Over Three Stories, 1991

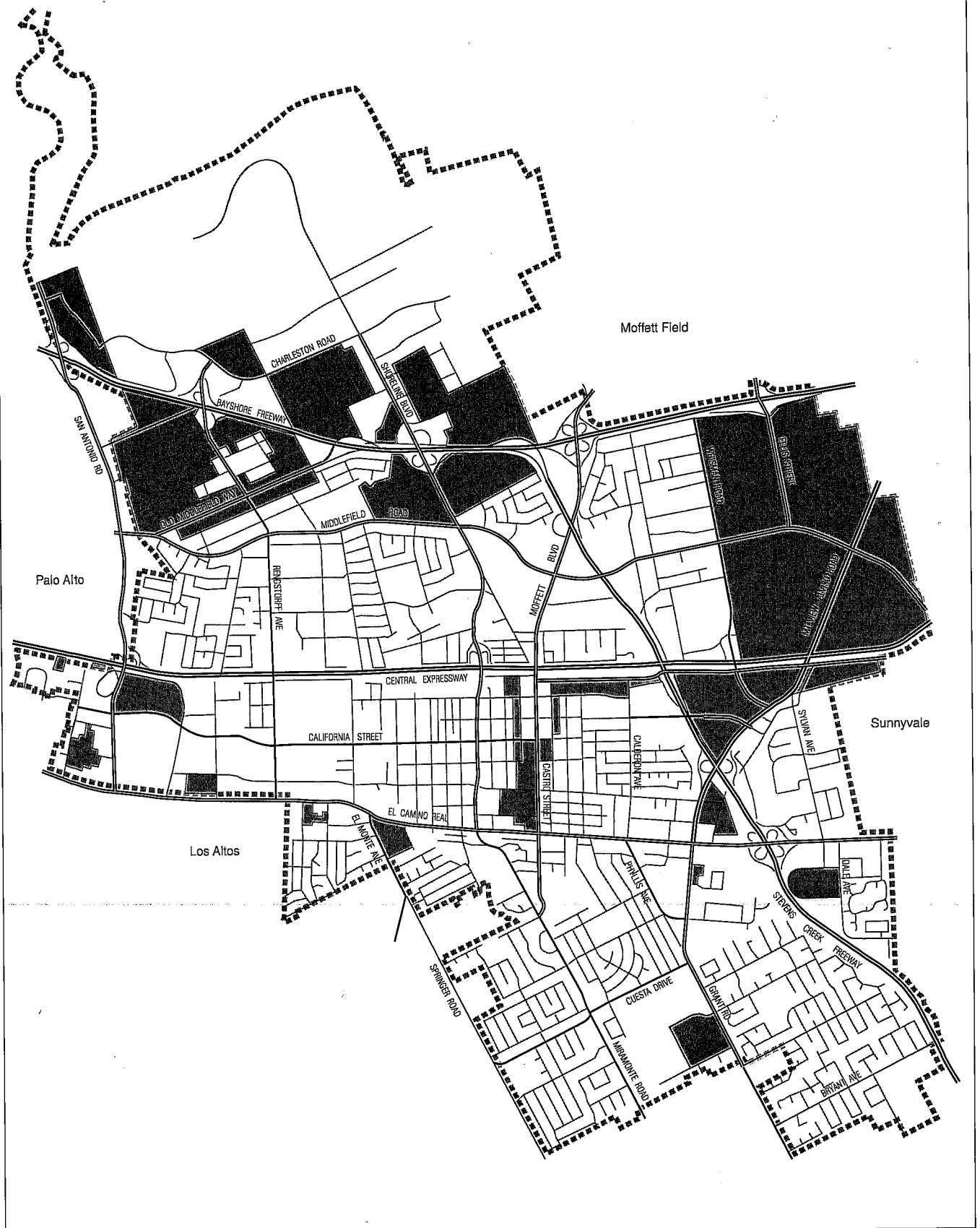


Figure 13. Areas Allowing Buildings Over Three Stories.

with the surrounding district and the rest of the community. Multiple-story structures can be used to emphasize the entrances to Mountain View, to increase the prominence of Downtown, to accentuate major shopping centers such as the San Antonio Center, to identify industrial parks such as the North Bayshore area, or to distinguish public facilities such as City Hall.

The height of a building is perceived in relation to its surroundings. The appropriate height for a building will depend on many factors, including compatibility with the district and city-wide urban design objectives. These same principles apply to the perceived mass or size of a building. For tall buildings to fit into a district or neighborhood, their size in relation to the lot and the area's open space quality must be similar to the size/lot/open space relationships of other properties in the district. To ensure compatible building size, the City maintains building coverage limits, setback requirements, floor area ratio limits, and architectural review for new development. However, some of the City's zoning districts place no restrictions on maximum building height. Figure 13 shows areas where buildings over three stories are allowed by 1991 zoning standards and precise plans.

The appropriate height and locations for tall buildings should be determined as part of a city-wide building height study and strategy. There are only a few areas in the city where multiple-story buildings are appropriate. There also may be areas of the city where allowable building height should be lowered. Tall buildings should be located in places that either have a concentration of multiple-story buildings, are special districts, are close to transit, or are located away from single-family neighborhoods.

Tall buildings demand attention. Their design is crucial because they are so visible. They can be seen from a long distance, particularly in a suburban environment. Because the effect of these buildings is substantial, they need more rigorous design review.

**Policy 47. Maintain the predominantly suburban character of the city.**

**Action 47.a** Prepare a city-wide building height study that specifies appropriate building heights in Mountain View.

The building height study should analyze existing and potential compatibility with surrounding properties and districts, closeness to transit, and effects on economics, community identity, and adjacent neighborhoods. The study would be carried out through Zoning Ordinance and precise plan amendments.

**Policy 48. Ensure that tall buildings are especially well designed.**

**Action 48.a** Require detailed design analysis of proposed buildings over three stories.

A detailed analysis would include scale models showing the relationship of the proposed building to the surrounding area, on-site demonstrations of the building height or computer simulations, and detailed height and shade studies.

## Areas of Opportunity

Mountain View still has the potential for change, though the city is mostly developed. There are areas within the city that hold the key to the future, presenting opportunities for Mountain View to keep pace with major issues it faces in economic development, housing, and transportation. Most of these are transitional areas where there is some change in progress, and buildings are already being privately redeveloped or renovated. The City can encourage and guide private redevelopment so that it revitalizes the area and benefits the entire community.

Downtown Mountain View is an example of an area with great potential, where community efforts have made a difference. The community had a vision of what it wanted Downtown, and implemented this vision in the Downtown Precise Plan. This vision is becoming a reality through the public's investment in the distinctive new Civic Center and major streetscape improvements and private investment in businesses and buildings. These efforts have created a place the community can be proud of and enjoy. It is also a place where there are new housing opportunities and central access to bus and rail transportation. Downtown's success is a model for developing and carrying out plans for other special areas.



*Downtown Mountain View displays a new spirit.*

## Areas of Opportunity

### KEY

- 1 North Bayshore Study Area
- 2 Light Rail Corridor
- 3 Moffett Boulevard
- 4 El Camino Real
- 5 California Street
- 6 San Antonio Road
- 7 North Rengstorff Avenue

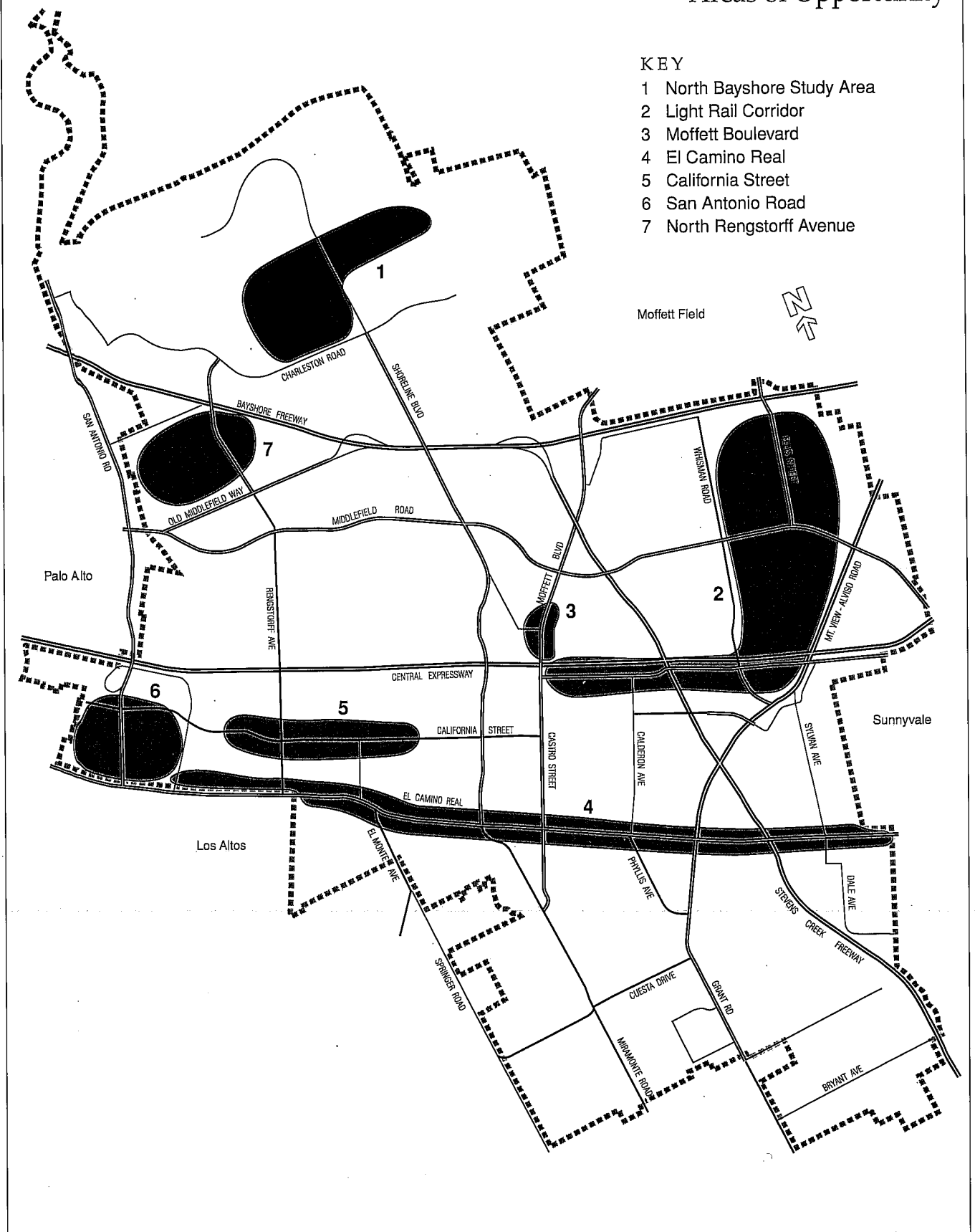


Figure 14. Areas of Opportunity.





## Guide change in special opportunity areas to maintain the vitality of Mountain View.

**Strategies for the Future.** Most of Mountain View will remain the same during the 15-year life of this Plan. However, there are areas, like Downtown, where there is a high potential for change. Seven areas have been identified that are changing or have the potential to change significantly. They are the North Bayshore, the Light Rail Corridor, and the Moffett Boulevard, El Camino Real, California Street, San Antonio Road, and North Rengstorff Avenue areas.

The City can be better prepared for change by working with residents and business owners to develop strategies to anticipate and guide this change. Action plans for these areas can help the City meet key goals of the General Plan in providing adequate housing, improving traffic congestion, maintaining the city's economic vitality, and enriching the quality of life for those who live and work in Mountain View. Each of these areas has many of the following characteristics:

- The potential for change, either because the land is vacant or because the age and condition of the buildings encourage redevelopment.
- A location along transit lines or the future Light Rail line.
- A good location for new housing.
- A strategic location that will support Downtown, improve the appearance of the city, and promote a positive image of Mountain View.
- The potential to benefit the City's long-term economic health.

The seven areas of opportunity are discussed in the following profiles and shown in Figure 14. As of 1992, action plans were already underway in the North Bayshore and Evelyn Avenue Corridor areas, and development plans are in progress for improving the San Antonio Shopping Center. Other areas have been preliminarily studied, but need more in-depth analysis and comprehensive strategies to develop their full potential. All seven areas will need active cooperation between the public and private sectors to achieve the most effective and creative developments.

### North Bayshore

- North Bayshore is home to Shoreline Amphitheater, Shoreline Recreational Area and Wildlife Refuge, leading high-technology corporations, and internationally known NASA/Ames Research Center.

- The North Bayshore Study Area is 220 acres of vacant, City-owned land strategically located in the middle of North Bayshore.

*Opportunities.* North Bayshore presents an opportunity for a blending of nature and science, and recreational and cultural activities, in a creative environment for technological and scientific achievement. Within this large area is the potential for more recreation space, new industries, business expansion, hotel and convention facilities, and an educational and cultural facility.

The Study Area is an unusual opportunity for development that can benefit the community and the entire North Bayshore. Development of the Study Area can link and enhance the different uses in the North Bayshore, respecting both the natural environment of the Bay and the high-technology complexes surrounding it. It can offer recreational and educational opportunities not available elsewhere and be economically beneficial to the city.

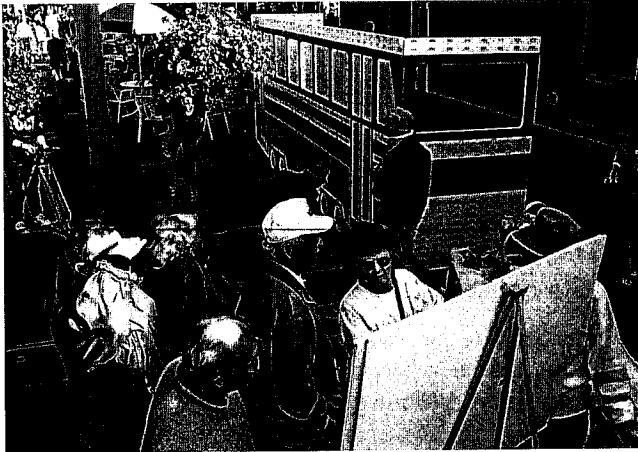
The City's land use concept for the Study Area is scheduled for completion in 1992, followed by adoption of a precise plan for the City-owned properties. Most of the area under study would be kept as open space or recreational areas, such as plazas, gardens, natural parkland, and other public places. Among the options being considered for development are a mixture of high-quality corporate offices, an educational or cultural facility, and supporting stores and restaurants. The Study Area would have distinctive buildings and a site design that links the rest of North Bayshore together and becomes a focus for the area.

North Bayshore will be an important area of growth and change. Additional Policies and Actions for North Bayshore are in the Businesses Community, Industrial Districts, and Public Redevelopment sections of this chapter, and the Open Space section of the Environmental Management Chapter.

### Light Rail Corridor

- Light Rail in Mountain View is scheduled for completion in 1997. It will change the way people travel; it will change the way the city looks and functions.
- The Light Rail line will extend from Moffett Field, through the Middlefield industrial area, along Central Expressway, and into Downtown.

*Opportunities.* The Light Rail line provides an opportunity to improve the city's transportation alternatives dramatically and to encourage an infusion of energy and new development along the corridor. The Light Rail line will pass through four distinct areas of the city, each with a different character and potential. While each of these areas will require different strategies, the City needs to con-



*Campaign to bring Light Rail to Mountain View.*

duct a comprehensive review to be sure that the strategies will work together to maximize opportunities.

The first area is Moffett Field, where Light Rail could be a significant benefit as the Naval Air Station slowly changes to other uses.

The Middlefield Road industrial area is next and is the largest section. This area was once home to Silicon Valley's pioneer industries. Now, many buildings no longer meet the needs of modern businesses and there is a high potential for private redevelopment. General Plan background studies for this area have favored a concentration of corporate office, industrial, and multiple-family residential uses that would effectively use the resource and public investment in Light Rail. More compact development is particularly appropriate near the three Light Rail stations planned for this area.

The mid-section of the Light Rail corridor, along Central Expressway and Evelyn Avenue near Pioneer Way, is primarily an area of small industrial shops and general industry. This area will have a park-and-ride Light Rail station near Highway 85 that will improve access and transportation options. Light Rail may open many new possibilities for this area, including more auto-related service commercial uses or corporate offices with a high concentration of employment.

The last segment of the corridor encompasses Evelyn Avenue, the Evelyn Avenue Corridor Study Area, and a portion of Downtown. The City has approved a Phase I Concept Plan for the Evelyn Avenue Corridor Study area that calls for rezoning to promote more housing. This new housing will encourage and support Light Rail ridership. The Plan also envisions mixed residential and commercial development next to a new multi-modal transit station. The transit station would be the beginning of the Light Rail line, adding to Downtown's vitality and making it more important regionally.

The multi-modal transit station will be a transfer point for buses, Light Rail, and trains.

### **Moffett Boulevard Area**

- Moffett Boulevard extends from Central Expressway to Middlefield Road and is a primary gateway to Downtown.
- It is a narrow commercial district with an identity separate from Downtown and an assortment of older buildings, small businesses, and service commercial uses.

*Opportunities.* The Moffett Boulevard Area offers an opportunity to create a focus for the surrounding residential neighborhoods and a more attractive entryway to Downtown. Most of the businesses were established before Downtown was revitalized and may no longer fit the image of an entrance to Downtown. The General Plan calls for developing strategies that would promote high-quality building design; a better meshing of the buildings, parking, and landscaping; and uses more compatible with the adjoining neighborhoods. The City has already changed the zoning and General Plan designation to encourage more retail stores.

New commercial development can enhance the area and Downtown if its scale is sympathetic to adjacent residential development and if it maintains a distinct identity for the Moffett Boulevard district. Public roadway improvements, such as landscaping, also are necessary to make this area more attractive and distinctive.

### **El Camino Real**

- El Camino Real is the city's busy east-west axis and its historic link to other cities along the Bay.
- The commercial district on El Camino Real has a variety of businesses and buildings. They range from muffler shops to five-story offices and from older, nearly obsolete structures to new, high-quality buildings. There are several large vacant or underdeveloped sites.
- The City and property owners on El Camino Real have invested in significant landscaping and street improvements.

*Opportunities.* El Camino Real offers an opportunity to enhance the city's identity, promote new housing, and create distinctive entryways into the city and Downtown. El Camino is one of the city's more heavily-traveled roadways and more visible commercial districts. Many visitors get their only impression of Mountain View by driving along this street. The east and west ends of El Camino Real are prime locations for gateway improvements that clarify the city's boundaries and introduce people to the quality of the community. El Camino Real also presents an opportunity to add new housing close

to bus lines and commercial services. Housing that is clustered on part of El Camino can create an attractive area that has more landscaping, less pavement, and fewer cars. On a long street like El Camino Real, this would provide some visual relief from the monotony of strip commercial development.

The General Plan calls for developing strategies that would help El Camino Real reach its potential as an important living and shopping environment in Mountain View. These strategies would require a comprehensive review of the entire length of El Camino Real to coordinate the location for housing and other land uses, gateway and streetscape improvements, and any new building and site design standards. This review may suggest more specific actions for certain portions of El Camino Real.

### **California Street**

- California Street is a major roadway surrounded by one of the city's earliest and largest multiple-family neighborhoods. California Street is centrally located and connects Downtown with the San Antonio Shopping Center.
- The California Street area was developed in the late 1950s with medium-density and high-density apartment buildings that are now generally old and outdated.

*Opportunities.* California Street offers an opportunity for the city to retain affordable housing while improving the living environment for many of the city's families. Most of the apartment buildings in this area do not meet today's design standards or provide adequate play areas for children. They were built inexpensively and need major renovation and improvements. Once this area was popular with single residents and young couples who would move on to ownership housing. Now many families live in this area and they stay longer, partly due to the high price of owning a home. California Street meets their needs for affordable housing.

The City can develop strategies with strong economic incentives to encourage building renovation, site improvements, and private redevelopment. These strategies must consider how to retain affordable housing while improving the living environment. New multiple-family development can benefit the area by creating a greater variety of densities and unit sizes, more play areas and landscaping, and better architectural design. California Street also needs public improvements to strengthen this area as a neighborhood and make it a more attractive part of Mountain View. This street can become one of the city's main residential boulevards with an appearance and character that recognize it as a distinct and important multiple-family neighborhood.

### **San Antonio Road**

- The San Antonio Road commercial district stretches from El Camino Real to Central Expressway and includes a regional shopping center, individual businesses, and plans for a major high-density housing project.
- San Antonio Road is on the city's western edge, where Mountain View meets the neighboring cities of Palo Alto and Los Altos.
- The San Antonio Road area is an important transportation hub as a bus transfer center and site of a proposed new CalTrain station.

*Opportunities.* The San Antonio Road area can become a more vibrant commercial district, one that contributes to the city's image and economic well-being. This district offers an excellent opportunity for a concentration of regional commercial and high-density residential uses close to bus and rail transportation.

San Antonio Road is one of three important commercial districts in Mountain View. The others are Downtown and El Camino Real. The San Antonio Road district should have an identity that is clearly different from the strip commercial style on El Camino and the more intimate, pedestrian scale Downtown. The scale and style of development on San Antonio Road can be bigger and bolder because of the larger land area and the high-density housing around it.

Businesses along San Antonio Road serve a regional market and offer Mountain View residents retail goods unavailable in the city's other commercial districts. To draw shoppers, the district must be attractive and entertaining. A uniform and distinctive landscape theme on both public and private property along San Antonio Road would give the district a more attractive identity. Roadway medians and landscaping improvements are part of the City's Capital Improvement Program. Older commercial buildings need to be renovated to improve the district and attract patrons and new business tenants. Part of the San Antonio Shopping Center has already been remodeled.

Three major projects are planned that will have a significant effect on rejuvenating this area. The first is a new CalTrain station that will link the area to a regional transit network, improving the district's access and visibility. Second, the City also has approved a more extensive remodeling of the San Antonio Shopping Center that will update the Center's appearance and make it more competitive in the regional market. The third project is a major new housing development that has been approved on the Old Mill site next to the future CalTrain station. This concentration of commercial businesses, housing, and rail and bus transportation will create an exciting place to

shop and live, while making good use of efficient transit systems. The City should continue to support these projects while developing strategies to promote building and site improvements on other older building sites. Some sites may even be appropriate for additional housing.

#### **North Rengstorff Avenue**

- The North Rengstorff area, next to Highway 101, is an older industrial district with small manufacturing shops and start-up industries located in separate, small buildings.
- Single-family and multiple-family housing is scattered throughout the area. The irregular industrial zoning boundaries of the district do not adequately buffer and protect some adjoining neighborhoods.

*Opportunities.* North Rengstorff offers an opportunity to create more compatible boundaries between the city's industrial and residential uses, to support the city's vital start-up and small shop industrial space, and to guide probable private redevelopment of these older buildings. North Rengstorff provides inexpensive industrial space needed by incubator industries and the peripheral shops that supply larger manufacturers. It is also an important area for local-serving businesses, such as dog kennels.

Strategies for this area need to address how to better separate residential and industrial uses, so that neither intrudes upon the other. This may require rezoning some parts to clarify boundaries and create more cohesive districts.

North Rengstorff is another part of Mountain View that is ripe for private redevelopment because of the age and condition of the buildings. New development, such as warehouse retail or corporate headquarters, would improve the area's appearance and be economically beneficial to the City. Redevelopment also could displace much of the city's inexpensive industrial space. One of the key issues is how much redevelopment is appropriate and where. Strategies for this area should include programs for keeping start-up businesses in Mountain View as they grow.

**Policy 49. Develop plans for areas of the city that are changing or have the potential to change significantly.**

**Action 49.a** Continue to study and adopt plans for the North Bayshore Study Area and the Evelyn Avenue Corridor.

**Action 49.b** Adopt action plans for these special areas:

- Light Rail Corridor
- El Camino Real
- California Street
- San Antonio Road
- North Rengstorff Avenue

## **LAND USE MAP**

The General Plan designates the general distribution and location of land to be used for housing, business, industry, open space, public facilities, and other categories of land uses. The General Plan also sets standards for population density and building intensity for each of the city's General Plan land use categories. The Land Use Map and the following definitions of the land use categories found on the Map designate the general distribution, location, and intensity of land use in Mountain View. Together, the Map and land use definitions carry out the City's goal to guide future development and growth in a way that promotes the health, safety, and welfare of the community.

Mountain View is almost fully developed, so the Land Use Map reflects the city's existing zoning and land uses. There are no major shifts in the land use pattern between earlier maps and the 1992 Land Use Map. However, the Land Use Map is a dynamic document that may change as General Plan Policies and Actions are carried out.

### **Land Use Changes**

In general, the 1992 Land Use Map is not very different from the 1982 General Plan Land Use Map or from the pattern of land use. A fundamental change in the 1992 Land Use Map is that the boundaries of the different land use designations are site-specific. The 1982 Map was a "bubble map" that showed the predominant and broad land use for districts and neighborhoods, but did not show detailed land use designations for each property. The boundaries on the 1992 Land Use Map will conform more precisely to zoning district boundaries and precise plans.

The 1992 Land Use Map calls only for minor changes from the present distribution and intensity of land use in Mountain View. The reasons for these changes were discussed earlier in this chapter and the changes are summarized below.

- The 1992 General Plan will create more housing opportunities in Mountain View and achieve a better balance of jobs and housing. Land Use Map changes on two sites totaling 43 acres can result in an additional 1,020 housing units and a reduction of 880 jobs. These jobs can be shifted to other locations in the city. (In changes not shown on the Map, action programs call for rezoning one site from non-residential to residential use. This site already has a residential General Plan designation. Action programs also call for studying an additional four sites for potential housing.) The General Plan also calls for Zoning Ordinance amendments, precise plans changes, and other programs to promote housing more actively along El Camino Real

and Downtown. These changes are discussed in more detail in the Housing and Jobs section of this Chapter.

- Six mobile home parks zoned R-2M (Mobile Home Park District) now have a new Mobile Home Park General Plan category that designates them exclusively for mobile home park use. This change is discussed in the Residential Neighborhoods Chapter. The six mobile home parks previously had either a residential General Plan designation of low-density, at one to six units per acre, or medium-density, at six to 12 units per acre.

The previous residential designation would have allowed redevelopment of the mobile home parks to other residential uses with only a zoning change. The new Mobile Home Park designation recognizes that these parks are important, long-term uses. Any redevelopment of a mobile home park will require a General Plan change that would be carefully weighed as to its effects on the supply and mix of housing in the city. The allowable density for the new Mobile Home Park designation is seven to 14 units per acre, which is consistent with the range of mobile home park densities in 1992. The new mobile home park designation, combined with the nine units per acre maximum in the mobile home park zone (R-2M), would not result in an increase in park densities.

- Some changes on the Land Use Map are the result of refinements—going from a bubble diagram to site-specific land use designations. These changes clarify the Map and do not result in any significant shift in land use distribution or intensity.
- Other changes in the 1992 General Plan, such as floor area ratios for non-residential uses and having two industrial land use designations instead of one, do not change the fundamental distribution and intensity of land uses. The General Plan floor area ratios for industrial and office use were already in place in the Zoning Ordinance and precise plans. Floor area ratios for commercial uses generally reflect development patterns and intensities allowed by the Zoning Ordinance and precise plans. The creation of two industrial designations is consistent with the two existing industrial zoning districts and existing precise plans and does not change the location or intensity of industrial uses in Mountain View. The refinement of the High Density Residential category into two new residential categories, Medium-high and High, also does not affect housing density, but simply provides more information on the Map.

## Definition of Land Uses and Intensity

The following definitions, with the Land Use Map, define the type, location, and intensity of land uses in Moun-

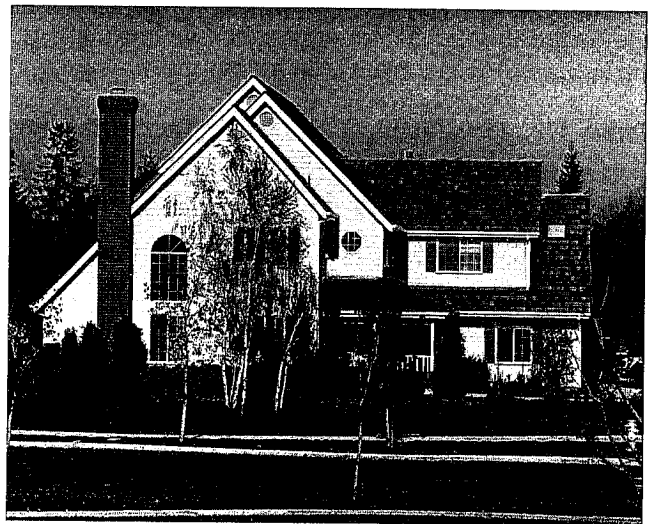
tain View. Residential uses are categorized by the range of dwelling units allowed per acre and the expected population per acre. The population estimate is a guide in planning for needed public services and facilities and is not meant to be an absolute limit on population. The dwelling units per acre for residential categories is the measurement of residential intensity. The intensity of non-residential land uses is defined by floor area ratios (FARs)—the total building area divided by the parcel area. Floor area ratios in the General Plan are not applied site-by-site, but are an average for all the properties within a land use designation on the Land Use Map. The FAR provides a measure of the allowable intensity of development for each type of land use.

### Residential

**Low Density Residential.** This designation is intended for detached, single-family houses and similar uses compatible with a quiet, family living environment. The allowable density is one to six units per acre and the resulting population is approximately one to 13 persons per acre.

**Mobile Home Park Residential.** This designation is intended for mobile homes occupying a mobile home park with shared recreational and open space facilities. The allowable density is seven to 14 units per acre and the resulting population is approximately 15 to 30 persons per acre.

**Medium-low Density Residential.** This designation is intended for duplexes, townhouses, and other types of residential use that have open space characteristics similar to single-family neighborhoods. The allowable density is seven to 12 units per acre and the resulting population is approximately 15 to 26 persons per acre.



*Single-family home in low density residential area.*

**Medium-high Density Residential.** This designation is intended for multiple-family housing that is consolidated to provide generous open space areas for common use. Apartments, condominiums, and other similar types of uses are allowed in this category. The allowable density is 13 to 30 units per acre and the resulting population is approximately 27 to 64 persons per acre.

**High Density Residential.** This designation is intended for multiple-family housing that is close to transit, shopping, and public facilities. Apartments, condominiums, and similar types of residential uses are allowed in this category. The allowable density is 31 to 80 units per acre and the resulting population is approximately 66 to 170 persons per acre.

### **Public**

**City Facilities.** This designation is intended for facilities owned and operated by the City of Mountain View, such as City Hall, the Senior Center, and fire stations. These facilities are shown by symbols on the Land Use Map. City facilities are allowed in any of the land use designations. In general, the FAR will range from 0.1 to 1.0.

**Educational Facilities.** This designation is intended for public schools and the reuse of those schools in a manner consistent with the character of the surrounding neighborhoods. Educational facilities are shown with symbols on the Land Use Map. They are allowed in the Neighborhood/Community Parks and Schools land use designation. In general, the average FAR is 0.25.

**Institutional Facilities.** This designation is intended for public and quasi-public uses that serve an important regional function and are vital to Mountain View. This designation covers El Camino Hospital and medical office complex, NASA/Ames, and Moffett Naval Air Station. The FARs generally range from 0.25 to 1.25.

**Public and Quasi-public Facilities.** This designation is intended for facilities owned by State, federal, or County governments and for uses that may be privately owned, but are non-profit and generally open to the public. The U.S. Post Office, churches, non-commercial private schools, and other similar types of uses are in this category. Public and Quasi-public Facilities are not shown on the Land Use Map and are allowed in all land use designations with zoning approvals. In general, the average FAR is 0.35.

### **Commercial/Office**

**Neighborhood Commercial.** This designation provides convenience shopping for surrounding neighborhoods. Retail and service businesses, such as grocery stores, cleaners, restaurants, beauty salons, and similar types of

uses are allowed in this category. The Neighborhood Commercial district is not intended for uses that attract traffic from outside the local area. The average FAR for this designation is 0.35.

**General Commercial.** This designation is intended for service industrial and commercial uses that serve local residents and businesses. Automotive repair, retail and wholesale businesses, carpentry shops, veterinary clinics, and similar types of uses are allowed in this category. The average FAR for this designation is 0.40.

**Linear Commercial/Residential.** This designation is intended for a broad range of commercial, office, and residential uses located along the city's major arterials. Businesses in this district serve the local population and provide services and goods to visitors from outside the city. Hotels, car sales, restaurants, offices, housing, and other similar types of uses are allowed in this category. The average FAR for this designation is 0.35 and the maximum residential density is 43 units per acre. Residential floor area is not included in the FAR.

**Regional Commercial.** This designation is intended for businesses supplying comparison goods and specialty items that need a broad customer base. Businesses in this district provide a wider range of merchandise than is available elsewhere in the city. Clothing stores, department stores, appliance stores, restaurants, offices, residential projects, and other types of similar uses are allowed in this category. The average FAR for this designation is 0.50.

**Downtown Commercial.** This designation is intended to accommodate a mix and concentration of commercial, office, government, cultural, and residential uses in the heart of the city. Theaters, restaurants, offices, specialty retail stores, government offices, housing, and other similar uses are allowed, along with groceries, drug stores, and cleaners catering to the local population. New projects should contribute to the vitality of district. The intensity of development and building height is determined by the Downtown Precise Plan, which allows a total of about 745 housing units and 2,200,000 sq. ft. of commercial and office space.

**Office.** This designation is intended for general business offices, medical, and professional offices. Real estate offices, financial offices, and other similar uses are also allowed in this category. The average FAR for this designation is 0.35.

### **Industrial**

**General Industrial.** This designation is intended for the manufacturing, production, storage, or sale of consumer goods and services. General Industrial districts are meant for a variety of industrial enterprises that create a broad



industrial base. Research and development offices, start-up businesses, warehouses, manufacturing plants, supporting restaurants and retail stores, and other similar types of uses are allowed in this category. This designation is not meant for heavy industrial uses, such as the manufacturing of steel or explosives. The average FAR is 0.55 for personal storage facilities, 0.45 for warehouse, and 0.35 for all other industrial and office uses.

**Industrial Park.** This designation is intended to create a high-quality environment for major corporations, financial and administrative offices, high-technology industries, and other scientific facilities. Development in the Industrial Park district should promote scientific advancement and exemplify the best collaboration of human values and modern technology. Corporate headquarters, research and development offices, public facilities, supporting hotel and retail businesses, and similar uses are allowed in this category. For many properties within the Industrial Park designation, development intensity is determined by the precise plans. The average FAR is 0.40 for warehouse and 0.35 for all other industrial and office uses.

#### **Open Space and Recreational**

**Neighborhood/Community Parks and Schools.** This designation is intended for open space, leisure, recreational, and educational uses that serve surrounding neighborhoods and districts. City-owned parks and gardens, public schools, and similar uses are allowed in this category. Public schools are shown by a symbol on the Land Use Map. Except for educational facilities, the average FAR should not exceed 0.1.

**Regional Park.** This designation is intended for open space and recreational uses that draw visitors from a wide area and preserve regional natural resources and features. This category includes Shoreline at Mountain View regional park and Stevens Creek open space. The average FAR should not exceed 0.1.

**Agriculture.** This designation is intended for land that is used for the production of food and fiber. Growing crops and similar uses are allowed in this category. The average FAR should not exceed 0.1.